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23RD year

...NEWSWEEKLY ...RADIO AND TV

SUCCESS!

In the rich San Francisco Bay Area, these KCBS local personalities spell success for any campaign. For *eight* of the top ten local daily participating shows are on KCBS.* What's more, 50,000-watt KCBS commands the largest average total-week share of audience, month after month!* To put the stamp of success on your sales efforts in the Bay Area, ask us or CBS Radio Spot Sales for participating program availabilities today.

Source: Pulse of San Francisco *January–August 1953 *January 1951–August 1953

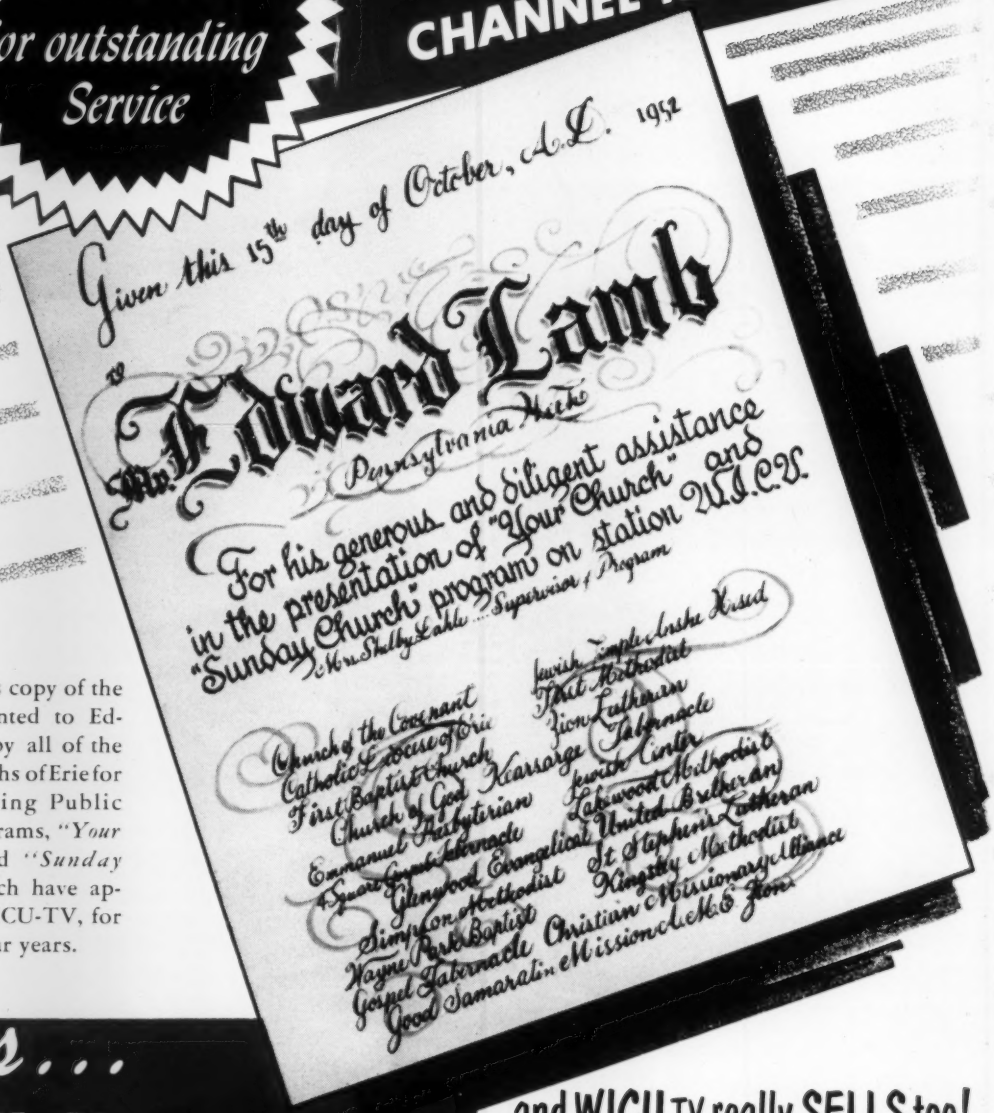
KCBS

+The Housewives' Protective League *Starlite Salute

XUM

an Award for outstanding Service

WICU TV
CHANNEL 12 ERIE, PA.



At the right is copy of the Award presented to Edward Lamb by all of the Religious Faiths of Erie for the outstanding Public Service Programs, *"Your Church"* and *"Sunday Church,"* which have appeared on WICU-TV, for more than four years.

Yes...
IN ERIE, PA. PUBLIC SERVICE REALLY MEANS SOMETHING

and WICU TV really SELLS too!

Erie, Pa., has the largest set circulation per capita of any city in the U.S.A. That means more sales for you! Write, wire or call our representative for full details.

WICU-TV—Erie, Pa.
Edward Petry & Co., Inc.

WIKK-AM—Erie, Pa.
H.-R. Co.

WTOD—Toledo, Ohio
Forjoe

WHOO—Orlando, Florida
Avery-Knodel

WMAC-TV—Massillon, Ohio
Edward Petry & Co., Inc.

The Erie Dispatch—Erie, Pa.
Reynolds-Fitzgerald

- RADIO
- TV
- NEWSPAPER

EDWARD LAMB Enterprises INC.

HOME OFFICE—500 EDWARD LAMB BLDG., TOLEDO, OHIO ... WASHINGTON OFFICE ... 1177 NATIONAL PRESS BLDG.

AT YOUR SERVICE....

Meet the folks who SELL for YOU in TWO major markets of the great Southwest. (one of a series)

WILLIAM D. SWANSON

William D. Swanson, dynamic young sales manager of KTUL and KFPW, loves to sell RADIO—and make it produce TOP RESULTS for advertisers on the two Griffin-owned stations he serves.

An account executive on the KTUL sales staff for five years before assuming his present position, Swanson is a stickler for "follow through" and service in the interest of KTUL-KFPW clients.

Swanson succeeded L. A. (Bud) Blust as sales manager, August 15, when Blust was appointed vice president and general manager.

KTUL
TULSA, OKLAHOMA

KFPW
FT. SMITH, ARKANSAS

The staff members of these two stations represent an accumulative total of 524 years of radio "KNOW-HOW" at your service!

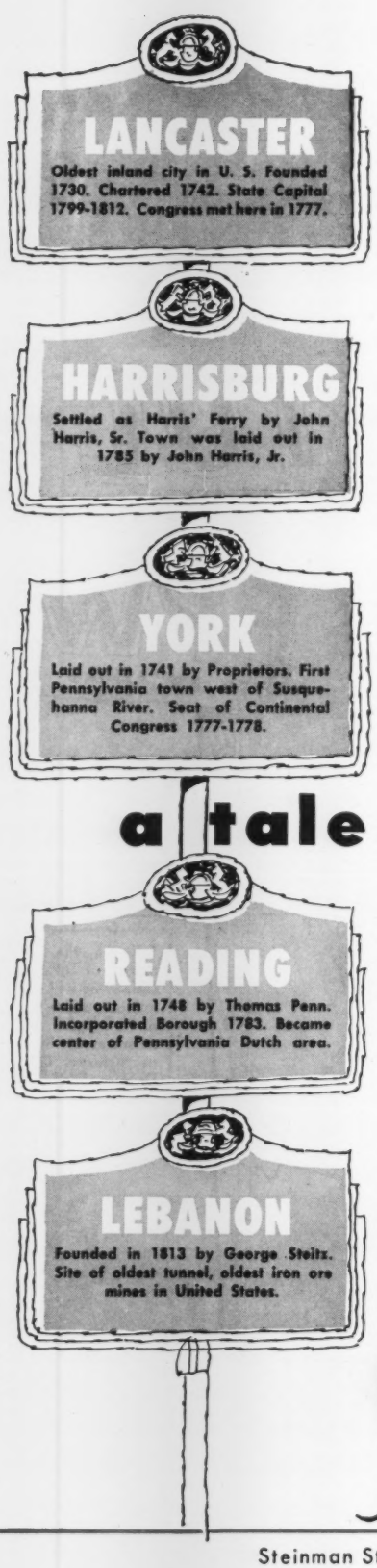
* Reach the billion-dollar market of Tulsa and Eastern Oklahoma—PLUS the multi-million dollar trade area of Fort Smith and Western Arkansas at the lowest cost per listener. ONE OPERATION — ONE NETWORK, CBS Radio. Earn greater discounts by using BOTH STATIONS.

Avery-Knodel, Inc., National representative

Affiliated with KOMA, Oklahoma City

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM


LANCASTER
Oldest inland city in U. S. Founded 1730. Chartered 1742. State Capital 1799-1812. Congress met here in 1777.
HARRISBURG
Settled as Harris' Ferry by John Harris, Sr. Town was laid out in 1785 by John Harris, Jr.
YORK
Laid out in 1741 by Proprietors. First Pennsylvania town west of Susquehanna River. Seat of Continental Congress 1777-1778.
READING
Laid out in 1748 by Thomas Penn. Incorporated Borough 1783. Became center of Pennsylvania Dutch area.
LEBANON
Founded in 1813 by George Steitz. Site of oldest tunnel, oldest iron ore mines in United States.

WGAL-TV

NBC · CBS · ABC · DU MONT

Lancaster, Pa.

A great profit opportunity for advertisers—

the Channel 8 large, rich Pennsylvania industrial and farm area includes Harrisburg, York, Reading, Lebanon, Lancaster and hundreds of smaller cities and towns. This consistently prosperous WGAL-TV enthusiastic buying audience spends $1,723,599,000 each year for retail merchandise.

a tale of five cities

Stimulating local interest and public service programs and top shows from four networks build viewer loyalty. In its **FIFTH YEAR** of successful selling for top local and national advertisers, WGAL-TV can increase sales—profitably, economically—for your product.

Represented by

MEEKER

New York
Chicago
Los Angeles
San Francisco

Steinman Station Clair McCollough, *President*

WGAL
AM TV FM

closed circuit®

FOURTH quarter shaping up as largest in broadcasting history, business-wise. Radio business, network as well as local and spot, running well ahead of this time last year, and tv, with nearly 200 new stations on air this year, naturally reaching new highs all around. Seems to be no doubt that 1953 will go down in broadcasting history as record-breaking year.

★ ★ ★

NUMBER of new television stations are complaining about "expediting charge" assessed by AT&T and associated companies for interconnecting network service. Several stations report that network with which station planned affiliation hadn't notified telephone company sufficiently in advance, with result that immediate installation entailed fees running from $10,000 to $20,000. Charges are over and above regular air-mile mileage rates.

★ ★ ★

FEDERAL Trade Commission set to make second charge this week against "bait" advertising on radio-tv and other media in Nation's Capital. Trade Commission last week revealed deceptive advertising charges against Lacy's, bankrupt D. C. appliance chain, in firm's sale of home freezers, tv sets and other appliances (see AT DEADLINE).

★ ★ ★

WHILE Westinghouse and Wesley I. Dumm negotiators are making progress in deal transferring 49% interest in KPIX-TV San Francisco to former company [CLOSED CIRCUIT, Nov. 9], there still are "routine problems" that prevent final action. Westinghouse Radio Stations Inc. would acquire minority holdings for $2,450,000.

★ ★ ★

CATHERINE MAUCH, associated with Joseph Katz Co., N. Y. and Baltimore agency, for past 14 years, appointed director of media in New York. She succeeds Beth Black, who resigned to join Harry B. Cohen, N. Y., as head of that agency's radio and television timebuying department.

★ ★ ★

UHF operators can look for invitations to New York meeting of Ultra High Frequency Television Assn. shortly after Thanksgiving to discuss common problems, hear network and advertising agency representatives talk on what they look for in using uhf stations. Acting Executive Secretary Melvin A. Goldberg has spent last few weeks in New York on project. Meeting will be open to all uhf'ers, whether members of UHFTA or not.

★ ★ ★

CITY officials in Portland, Ore., ready to abandon plans to locate all tv antennas on high park site, Council Crest. Project ran into opposition based on claim that blind spots behind hills would be completely devoid of tv reception if all stations had common antenna site. KPTV (TV), first commercial uhf station in nation, has antenna at Council Crest, but KOIN-TV is on private land. Had Portland adopted idea it might have been pace-setter for other cities.

WHITE HOUSE hasn't yet given up on use of television on modified news conference basis from White House. James C. Hagerty, presidential news secretary, in answering question at Sigma Delta Chi convention in St. Louis last Thursday (story page 40), after reciting difficulties in handling of regular news conference give-and-take over radio and tv, disclosed there may be answer soon, inferring they have formula they believe will work.

★ ★ ★

FURTHER study will be given proposed multiple ownership rules and supplemental fm services by FCC at special session this week, possibly Tuesday. Probably not on schedule: Daytime skywave case. Also not on schedule: Color tv timetable.

★ ★ ★

INACTION of FCC on color tv beginning to irk some people. Commission hasn't had meeting on subject since New York demonstration at Waldorf-Astoria Oct. 15. Staff has done some work, but Commissioners themselves haven't even set target date for discussions.

★ ★ ★

IF TWO-MAN House Un-American Activities subcommittee's Nov. 23 closed session in Los Angeles delves deep into activities of radio-tv people it may be somewhat of surprise to Chairman Donald L. Jackson (R-Calif.). As of last Friday, Rep. Jackson did not know whom subcommittee investigators may have subpoenaed to appear but doubted if emphasis would be "on any particular field." His comment came after news reports that subcommittee would look into activities of some persons in radio-tv. Other subcommittee member is Rep. Clyde Doyle (D-Calif.). Open hearing set for Dec. 1 in San Francisco.

★ ★ ★

ALTHOUGH it's assumed radio will be permitted to cover Sen. Hendrickson's Judiciary subcommittee open hearing on juvenile delinquency Wednesday, there was no specific mention of medium in announcement that tv will be allowed. Reason: No bids from radio were received.

★ ★ ★

RADIO spot announcement campaign for Norwich Pharmacal Co., Norwich, Conn. (Pepto-Bismol), was so successful that its agency, Benton & Bowles, N. Y., not only is renewing in 58 markets but adding approximately 15 more effective Jan. 4 to run through spring.

★ ★ ★

PROCTER & GAMBLE, Cincinnati, for its Joy, adding three television cities and four radio cities to its present list of markets through Biow Co., N. Y.

★ ★ ★

WHILE not yet announced, it is practically certain that Boys Town choir will broadcast half-hour concert of seasonal music on Sunday before Christmas on ABC Radio Network for fifth consecutive year sponsored by Stanley Home Products.

IN THIS ISSUE

LEAD STORY

Possibility is that broadcasters will have to ante up around $2 million a year in FCC license fees. *Page 27.*

ADVERTISERS & AGENCIES

Parts of P&G and Philip Morris accounts quit Biow Co., but Biow president says it has nothing to do with Milton Biow's one-time deal with Lobbyist Artie Samish. *Page 28.*

Barry Ryan says recession threats demand advertising re-evaluation. *Page 29.*

FILM

Technicolor begins shooting tv color films. *Page 31.*

FACTS & FIGURES

Magazine Advertising Bureau releases an "analysis" of tv network billings. *Page 32.*

PROGRAM SERVICES

Thirty-three song writers sue NARTB, BMI and host of broadcasting companies for $150 million charging conspiracy to keep all but BMI music off the air. *Page 34.*

Telemeter will test subscription tv with big, new Paramount comedy Nov. 28. *Page 38.*

TRADE ASSOCIATIONS

Sigma Delta Chi resolves to help radio-tv battle for equal access to news. *Page 40.*

Tv Code Review Board issues first report to the public. *Page 46.*

GOVERNMENT

Federal judge rules it legal for professional football team to ban telecasts of other league games into its home territory when it plays there. U. S. Supreme Court rules baseball is not governed by anti-trust laws. *Page 52.*

Initial decisions propose tv grants to KFBK Sacramento, Calif.; WGAN Portland, Me.; KLYN Amarillo, Tex. *Page 62.*

STATIONS

WPIX (TV) New York makes deal with neighboring uhf stations to rebroadcast WPIX shows. *Page 68.*

Weekly summary of new tv operations and of stations planning to go on air in next 30 days. *Page 72.*

FEATURES

How tape makes an 18-hour broadcast day out of eight hours of work. *Page 81.*

Shaeffer's Snorkel pen is a television hit. *Page 82.*

Radio makes a clothing store the leader in its chain. *Page 82.*

Selling liquor on radio by selling something else. *Page 83.*

FOR THE RECORD

Text of Canada-U. S. television agreement. *Page 107.*

TELESTATUS weekly summary of tv stations on the air and their estimates of sets in their coverage areas. *Page 121.*

Commencement target dates of all tv grantees. *Page 124.*

XUM

WESTPORT

what's Charlie got that you haven't?

Charlie Arndt is by choice, instinct and achievement one of the country's shrewdest radio timebuyers.

If he reads that sentence after he steps on the 8:15 out of Westport, Conn., or as he wedges his way through the La-Salle St. station, he'll probably murmur to himself, "Well, mebbe so. But I also married Mary Bowdoin who's one whiz for *facts*. She always says, 'Get it *right*, Charlie; get it right!' "

That as it may, Charlie's a razor when it comes to radio.

Sure he's one of the more than 17,000 radio people who swear by - rarely at - Broadcasting Yearbook.

Maybe he can't twine a wisteria vine, but he *can* wrap up a spot or fifteen-minute campaign that makes millions of people come galloping down the streets hollering, "Gimme! Gimme!"

What's Charlie got that you haven't?

Charlie's got (God, how blunt can we get!) Broadcasting Yearbook. Charlie's got the most fact-packed, well-edited, crisply-written daily reference book in modern American radio.

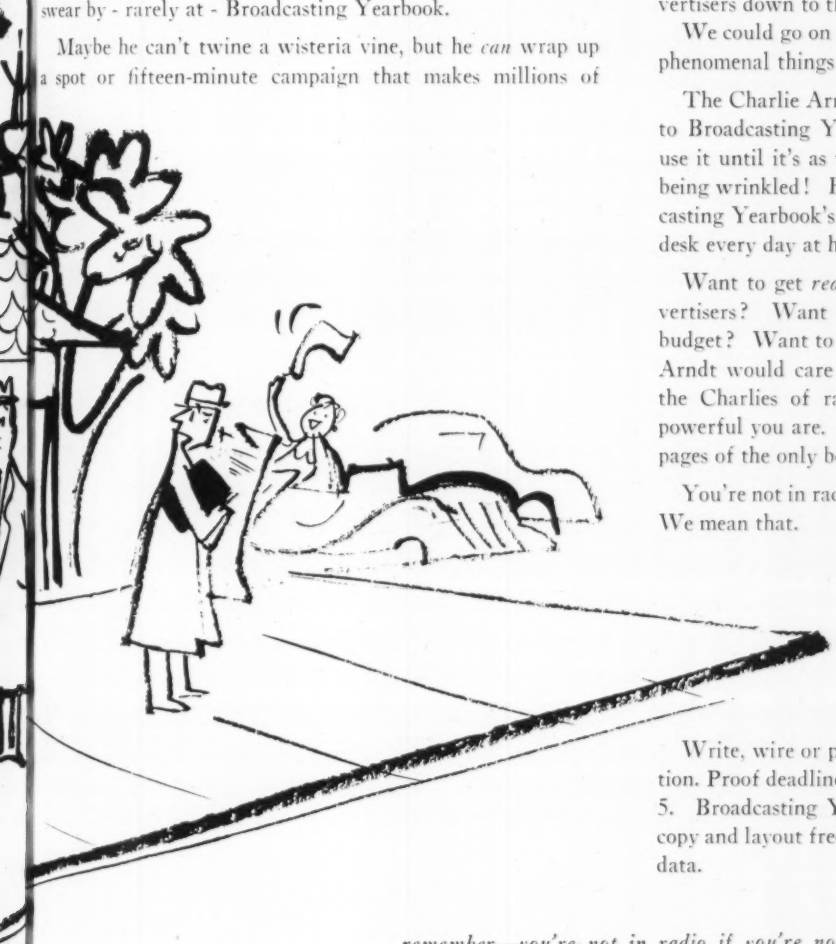
If pressed - he's rather shy - he'll sing off the total radio billings of every known agency, plus the agency's accounts. He's got the most complete roster of national and regional advertisers down to the last name in the "We-want-radio" unit.

We could go on and on. The darn book is one of the most phenomenal things in modern radio broadcasting.

The Charlie Arndts of today's radio buying read and refer to Broadcasting Yearbook every minute of the day. They use it until it's as wrinkled as an old skiing cap - and that's being wrinkled! But Charlie's brow isn't - thanks to Broadcasting Yearbook's quick, accurate facts that are there on his desk every day at his fingertips.

Want to get *real* results for your station, network or advertisers? Want to make radio the choice slice of every budget? Want to make *your* station the *only* station Charlie Arndt would care to recommend in your area? Then, tell the Charlies of radio buying. Tell them how good and powerful you are. Tell them in a most-referred-to-ad in the pages of the only book of its kind - Broadcasting Yearbook.

You're not in radio if you're not in Broadcasting Yearbook! We mean that.



Write, wire or phone now for an immediate space reservation. Proof deadline November 28. Final deadline December 5. Broadcasting Yearbook's crack creative staff will supply copy and layout free of charge, if you wish, based on your own data.

. . . remember—you're not in radio if you're not in

BROADCASTING YEARBOOK

1735 DeSales St. at Connecticut Avenue

Washington 6, D. C. ME. 8-1022

XUM

Wherever You Go
In The NEW Pittsburgh . . .

KQV Tops 'em all
in program "Firsts"

Pittsburgh is going places . . . and so is KQV! Latest Pulse figures prove that KQV has almost twice as many top rating shows as its nearest competitor. Between 6:30 A.M. and 11 P.M., KQV programs rank first *38%* of the time. The second ranking station is first only 21% of the time.

Number of Program Firsts by Quarter-Hours*
6:30 A.M. to 11 P.M.

Station	*Firsts*
KQV	125
Station "B"	70
Station "C"	54
Station "D"	47
Station "E"	0

It's just another way of saying that if you want to sell the profitable, "going-places" Pittsburgh market, your best bet is the station that's going places . . . KQV!

**Total ¼ Hours Measured—330-Monday thru Friday*

KQV
CBS Radio IN PITTSBURGH

National Representatives: WEED & CO. New York • Boston • Chicago • Detroit • San Francisco • Los Angeles

at deadline

Washington Firm Faces FTC Bait-Switch Charge

FEDERAL TRADE COMMISSION has charged Lacy's Inc., Washington, D. C., retail appliance chain, with "bait" advertising on radio, tv and newspapers in violation of Sec. 5 of FTC Act which prohibits unfair and deceptive acts and practices in commerce.

Lacy's last month filed petition for voluntary bankruptcy, listing 172 creditors and total liability of $320,507 [B•T, Oct. 12]. FTC named principals William Warsaw, president; Eugene Rietzke, board chairman; Hyman Goodbinder, vice president, and Herman Goldstein, secretary.

FTC charges misrepresentation in advertising of home deep freeze units over WARL Arlington, Va.; WTOP-TV and WTTG(TV) Washington; in *Washington Times-Herald*, and in brochure. Prospects were told, FTC charged, that purchase of freezer entitled them to enroll in special food plan wherein they could buy food at wholesale prices at $30 to $50 (or 20% to 30%) saving on food bills monthly. FTC said Lacy's, besides having no affiliation with food plan's operators, misinformed prospects on prices which under food plan were at least as high and sometimes in excess of current retail prices.

Second FTC charge against Lacy's involved "switch" advertising. FTC said Lacy's offered in radio commercials and in *Washington Post* well known brand name tv sets and other appliances at stated prices to induce prospects to allow home demonstration or to visit Lacy's stores. Salesmen then failed to demonstrate such merchandise, disparaged it and attempted to sell more expensive merchandise than that advertised, FTC said.

Lacy's was given 20 days to file answer to FTC charges and hearing was set for Jan. 8 with FTC Hearing Examiner William L. Pack.

50% of New Yorkers Heard Vote Results on Radio—WOR

FIFTY PERCENT of people in New York City and northern New Jersey listened to Nov. 3 election returns on radio and almost 30% learned of outcome via that medium even though these are tv strongholds and election was decided in what is normally peak tv viewing time, WOR New York reported Friday on basis of special survey by Pulse Inc.

WOR said Pulse interviewed 500 adults in New York City and 500 in five key north Jersey counties, with interviewees divided equally between men and women and not more than one questioned in any family. Results, WOR said, showed 52.2% in New York and 49.8% in north Jersey listened to returns on radio, with major sources of interviewees' first information about outcome (around 9:30 p.m.) shown as follows: in New York, radio 27.6%, tv 44.6%, newspapers 13.2%, and "from someone else" 8.2%. In north Jersey, radio 29.0%, tv 42.6%, newspapers 13.6%, and "someone else" 13.0%. Survey also showed WOR listenership highest among radio stations, announcement said.

WEEK-TV BUYS 3-D

CONTRACT for use of stereoscopic (3-D) television technique signed Friday by WEEK-TV Peoria, Ill., and Geneoscope Co. Wayne Lovely, WEEK-TV chief engineer, said process can only be used for live programs. It requires no special station equipment, being based on use of props and camera angles.

Process was developed at Bloomington, Ill., by Geneoscope. Company plans to market viewing glasses for public. These glasses, necessary to obtain stereoscopic effects, are expected to sell around $1.50.

NARTB Plans Industrywide Membership Campaign

INDUSTRYWIDE campaign to expand NARTB membership will be conducted in early 1954, Membership Committee decided Friday at Chicago meeting. Henry B. Clay, KWKH Shreveport, La., District 6 director and committee chairman, said plan will be submitted to board in January.

Based on broadcaster participation in every state, project carries this theme, according to Mr. Clay: "The best salesmen of NARTB are the members of the association." President Harold E. Fellows; William K. Treynor, manager of stations, and Thad H. Brown, tv vice president, reported on membership, which has increased 15% in last year.

Attending meeting were: Mr. Clay; Richard M. Brown, KPOJ Portland, Ore.; John H. DeWitt Jr., WSM Nashville; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Ward L. Quaal, WLWT (TV) Cincinnati, and Jack Todd, KAKE Wichita.

Convention committee, also meeting in two-day session, agreed on plan for full BAB participation in 1954 May convention. Plan, submitted jointly by President Fellows and William B. Ryan, BAB president, provides that BAB will handle radio sales and sales promotion aspects of radio portion of convention agenda.

Attending convention group's session were Kenyon R. Brown, KWFT Wichita Falls, Tex., chairman; Hugh K. Boice Jr., WEMP Milwaukee; C. L. McCarthy, KROY Sacramento, Calif.; W. D. Rogers Jr., KDUB-TV Lubbock, Tex., and James D. Russell, KKTV (TV) Colorado Springs, Colo.

CBS-TV Film Sales Offers New Sales Approach

IN WHAT was said to be first sales approach of its kind, CBS-TV Film Sales announced Friday that *Annie Oakley* films, to be sponsored by Canada Dry on alternate-week basis on some 80 stations in U. S. and Canada, will be syndicated simultaneously to regional and local advertisers for sponsorship on same stations in weeks not used by Canada Dry. Annie Oakley Productions, producer of series which Canada Dry has signed to sponsor starting Jan. 2, will produce second series for syndication by CBS-TV Film Sales to other sponsors.

• BUSINESS BRIEFLY

SALES ON *TODAY* • Minnesota Mining & Mfg. Co., St. Paul (gift tape), through BBDO, has purchased nine participations on NBC-TV's *Today* program (Mon.-Fri., 7-9 a.m. EST), starting Nov. 24, and S.O.S., Chicago, through McCann-Erickson, has bought 12 participations on same show, starting Nov. 23.

PREAM SPOTS • Campaign of radio spot announcements to run for 39 weeks in about 11 markets is being prepared by M & R Dietetics, Columbus, Ohio, for Pream (dehydrated cream product), starting Jan. 4. Agency is Benton & Bowles, N. Y.

ANTI-FREEZE DRIVE • For third successive year, Cristy Dry Gas (gasoline line anti-freeze) will launch its radio-tv spot announcement campaign next month through Humbert & Jones, N. Y. Radio to be used in about 30 markets, starting around Dec. 1 for eight weeks, and television in half-dozen markets starting approximately Dec. 15 through Jan. 26.

SPOT CAMPAIGN • Lederle Labs., N. Y., placing spot announcement campaign in small number of Texas markets, using poultry-interest program adjacencies, starting Jan. 4 for 52 weeks. Agency is Conklin Mann, N. Y.

SCOTT BUYING • Scott Paper Co., through J. Walter Thompson Co., N. Y., buying radio spot announcement campaign in Florida to run Nov. 30 through Feb. 27.

TOY CAMPAIGN • Toy Manufacturers of USA, N. Y., using participations on 27 tv stations in 24 markets in three-week campaign now underway, through Grey Adv., N. Y.

TIRE SPOT DRIVE • B. F. Goodrich Co. starting three-week radio spot announcement campaign in number of markets, effective immediately. Agency: BBDO, N. Y.

MAGIC SAW KIT • Marlie Trading Co. (Tyler magic saw kits), N. Y., names William Warren, Jackson & Delaney, N. Y., to handle advertising. Stevens P. Jackson is account executive. Television will be used in pre-Christmas promotion in all major tv cities in East.

WILLYS RENEWS • Kaiser-Willys Sales Div., Willys-Motors Inc., Toledo, has renewed sponsorship of Lowell Thomas newscasts over CBS Radio (Mon.-Fri., 6:45-7 p.m. EST). Agency: William H. Weintraub & Co., N. Y.

GM BACK on ABC • General Motors Corp., Detroit, has renewed sponsorship of *Your Land and Mine* program, featuring Henry J. Taylor, on ABC Radio (Mon.-Fri., 8-8:15 p.m. EST), effective Dec. 14. Agency: Kudner, N. Y.

Rockhill-French Pact

ROCKHILL Productions, N. Y., announced Friday it has effected affiliation with Creations Cine-Radio, Paris, radio-tv packaging company, whereby Rockhill will represent French company's products in U. S. and French firm will act as sales agent for Rockhill radio and tv programs in France.

Method in his Madness...

WSPD'S GAY PHILOSOPHER

The object of every early morning radio show is to sell your product to the millions of people who "dress to music". But . . .

Salesmanship depends on Showmanship...

Don John Ross uses startling showmanship each morning as his method to increase your sales in the Toledo market. Whether it be the calm announcement of a Snipe Race in Shropshire, England, or a contagious disease festival in Antwerp, he gets and holds his audience with cleverly mad humor.

Beginning the day with "Top of the Morning", moving on to "Wake-up Round Up" and "Early Bird Revue", and ending with the "Alarm Clock", Ross ambles on in his witty, philosophical style. He ties together your commercial and his remarks, working himself right into the funnybone of WSPD listeners.

and his showmanship works...

2140 Scottwood
Toledo, Ohio
June 24, 1953

Station W S P D -
Radio & Television Station
136 Huron
Toledo, Ohio

Gentlemen:-

As one of your many listeners of your "Alarm Fr-eak" I would like to express my appreciation of your Don John Ross. In my opinion announcers it has been entertaining and interesting announcers a moon. After some my pleasure to listen to in many a moon. After some of the lifeless and deadpan voices one so often hears, his apparent enjoyment of his work is like an oasis in the desert.

I hope to have the pleasure of listening to "Don [illegible] for a long time to come, but I have the feeling that he will go far - in which event he has my every good wish for his success.

Sincerely,
Mabel M Hilder

Schmidlin Bros. Heating Co.

Mr. Don John Ross
Staff Announcer
W S P D
Broadcast Building
Toledo, Ohio

August 21, 1953

Dear Don John,

You have done an outstanding job [illegible] during our thirty-six years in the heating business we have done considerable advertising on the radio, newspapers, etc., but all during this time I have never had as much pleasure and enjoyment out of any campaign. It is always fun to crack cleaning jokes about the [illegible] people remark about it, and [illegible] and [illegible] certainly be a prize if we did not [illegible] and tell you that we do appreciate the job you have done.

As of next Monday the 24th, we will have only ten working days left before Labor Day, at which time we will furnish you with new copy and will no longer feature the smoke bomb test.

Thank you for your splendid cooperation.

Sincerely yours,
SCHMIDLIN BROS. HEATING CO.
Don M Schmidlin
Don M. Schmidlin
Treasurer

DMS:ab

The Gay Philosopher's Method will sell your product in the billion dollar Toledo market. Contact your nearest Katz Agent or call ADams 3175 in Toledo.

WSPD AM-TV

TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company

TOM HARKER NAT SALES DIR 118 E 57th STREET NEW YORK

at deadline

WGAL-TV Gets Favorable Initial Decision; Other Actions

LONG wrangle between WGAL and WLAN for vhf ch. 8 in Lancaster Pa., moved step toward completion Friday when FCC Examiner J. D. Bond issued initial decision favoring grant to WGAL-TV to change site, increase power and antenna height, make equipment changes and for regular operation on ch. 8. He also denied WLAN's application for new ch. 8 outlet. Basic reason for decision, Mr. Bond said, was unpreparedness of WLAN at hearing, which began June 1.

Struggle for ch. 8 in Lancaster began in 1952 when FCC issued Sixth Report & Order, deleting ch. 4 and substituting ch. 8 in Lancaster. WGAL-TV was ordered to switch from ch. 4 to ch. 8. At same time FCC dismissed WLAN application for ch. 8. WLAN fought dismissal, went to court, finally persuaded Commission to hold hearing. Commission meanwhile authorized WGAL-TV to move temporarily to ch. 8. This also was appealed by WLAN, but U. S. Court of Appeals ruled FCC had power to make such decision.

Eugene Grant Reinstated

GRANT of vhf ch. 13 at Eugene, Ore., to Eugene Television Inc. was reinstated by Commission Friday in order dismissing Sec. 309(c) economic protest of W. Gorden Allen, permittee of uhf ch. 20 KTVF (TV) there. FCC majority substantially supported earlier initial ruling to deny Allen protest and reinstate ch. 13 grant [B•T, Sept. 21]. Comr. Robert T. Bartley concurred. Comr. Frieda B. Hennock dissented.

WNDR Renewal and Transfer

WNDR Syracuse, N. Y., granted renewal of license and transfer of control from T. F. Dolan Jr. and associates to group headed by Martin Karig for $200,000. FCC had called hearing over issues involving management contract and ownership status, but station petitioned for grant without hearing, citing all facts had been on file [B•T, Aug. 10].

KNOX Granted Change

KNOX Grand Forks, N. D., removed from hearing and granted change from 1400 kc with 250 w to 5 kw on 1310 kc, directional night.

Am Standards Amended

TO AID estimates of coverage and interference effects of am stations in absence of field intensity measurements, FCC made final proposed rule-making to amend its am standards by including curve designated Figure 8 for use of engineers. Figure 8 represents values of estimated effective field at one mile for 1 kw power output of simple vertical omnidirectional antennas of various heights. Effective 30 days after publication in *Federal Register*.

WNHC-TV Granted STA

WNHC-TV New Haven, Conn., granted special temporary authority by FCC to operate on vhf ch. 8 simultaneously with ch. 6 for period Nov. 26-Feb. 28 to allow reorientation of 175,000 yagi antennas in area now tuned to ch. 6. Station required to switch from ch. 6 to ch. 8 by Sixth Report. Its operation on ch. 6 cannot continue after WRGB (TV) Schenectady commences on ch. 6.

WOC-TV Opposes Ch. 6 Allocation

WOC-TV Davenport, Iowa, required by Sixth Report & Order to switch from vhf ch. 5 to ch. 6, petitioned FCC Friday in protest of proposed allocation of ch. 6 to Whitefish Bay, Wis., Milwaukee suburb, sought by Hearst's WISN Milwaukee (story page 66). WOC-TV charges objectionable interference would result.

Seek Montgomery Ch. 2

ADDITION of vhf ch. 2 to Montgomery, W. Va., sought of FCC in petition filed by West Virginia Television Co., equally owned by WMON Montgomery and WTIP Charleston. Petitioner also submitted ch. 2 application Friday.

$13 AM GRANT

HARRY HAYMAN, Signal Corps electronic engineer, won new am grant for 1580 kc, 250 w daytime at Morningside, Md., Washington suburb, for total cost of $13, he told B•T Friday (story page 62). Doing own legal-engineering work on bid, he spent $5 for typing, $6 photostats, $2 maps. Notary gratis.

Hearings Scheduled

FOLLOWING comparative tv hearings ordered by FCC Friday to commence in Washington Dec. 11: St. Louis vhf ch. 4—KWK, KXOK, Missouri Valley Television Co.; Houston, Tex., vhf ch. 13—KTRH, Houston Area Television Co., Houston Television Co. and Television Broadcasting Co. of Houston; Ogden, Utah, vhf ch. 9—KVOG, Interstate Broadcasting Corp. Oilman W. W. Lechner dropped his Houston ch. 13 bid.

WPAT Bid May Get Hearing

BECAUSE of court case, FCC Friday notified WPAT Paterson, N. J., its pending $1 million transfer application indicates necessity of hearing. Application seeks approval to acquisition of positive control of North Jersey Broadcasting Co., licensee, by Union Bldg. & Investment Co. through purchase of subsidiary holdings of James P. Walden and First National Banks & Trust Co., trustees. Licensee is owned 90% by Passaic Daily News Co., in turn 99% owned by Druwald Co. Walden group is selling its 50% holding in Druwald for $1 million to Union Bldg. & Investment, holder of other 50% in Druwald. Walden group went to court to compel dissolution of Druwald.

KCOR Files for Ch. 41

NEW BID for uhf ch. 41 at San Antonio filed with FCC Friday by KCOR there.

WOTV (TV) 23d to Drop Out

WOTV (TV) Lakeland, Fla., surrendered permit for uhf ch. 16 Friday, 23d of post-thaw grantees (story page 54). Cited: economic uncertainties of uhf, lack of antenna site.

WIKC Bid in Clear

BID of WIKC Bogalusa, La., for uhf ch. 69 put in clear Friday upon withdrawal by Miss-Lou Inc. of competitive bid on economic and technical grounds.

WNET (TV) Files for Amendment

PETITION filed with FCC Friday by uhf ch. 16 WNET (TV) Providence, R. I., seeking amendment of issues and revision of procedures in its Sec. 309(c) protest hearing on grant of vhf ch. 12 to WPRO-TV there. Hearing set Wednesday.

UPCOMING

Nov. 16-17: NARTB Copyright Committee, NARTB Headquarters, Washington.

Nov. 17-19: Radio-Electronics-Tv Mfrs. Assn., Palmer House, Chicago.

Nov. 19-20: Louisiana Assn. of Broadcasters, Captain Shreve Hotel, Shreveport.

Nov. 20: NARTB Tv Labor Advisory Committee, Waldorf-Astoria, New York.

Nov. 20: California State Broadcasters Assn., Roosevelt Hotel, Hollywood.

Nov. 20-21: Florida Assn. of Broadcasters, George Washington Hotel, Jacksonville.

For other Upcomings see page 125.

PEOPLE

JACK R. POPPELE, former vice president in charge of engineering for Mutual-WOR-AM-FM-TV New York, whose association with WOR extended over 30-year span, appointed vice president in charge of industrial advertising and promotion for Scheck Adv., Newark. It was said Mr. Poppele also will continue outside duties as consultant to radio-tv stations and related industries.

STEPHEN GILBERT, sales executive trainee at Radio-Tv Representatives, N. Y., for past six months, appointed sales executive, effective today (Monday), replacing **JOE ROSENMILLER,** resigned.

LESLIE HARRIS, director of radio and television, Colgate-Palmolive Co., will speak before advertising and selling course of Advertising Club of New York today (Monday) on "Television as an Advertising Medium."

STEWART KELLY and **BATES HALSEY,** account executives at O. L. Taylor Co., N. Y., to Paul H. Raymer Co., N. Y., in same capacity, effective today (Monday).

JOHN G. COLE, supervisor of television and radio production, Ruthrauff & Ryan, N. Y., to Sullivan, Stauffer, Colwell & Bayles, Hollywood, as assistant director of West Coast office. Jack Van Nostrand continues in charge of West Coast offices.

RUSSELL R. GAUDREAU, formerly with research department of Benton & Bowles, N. Y., to sales research and promotion department of George P. Hollingbery Co., N. Y., radio-tv station representatives.

WAKE Buys Facilities Of WMRC Greenville, S. C.

PURCHASE by WAKE Greenville, S. C., of principal facilities of WMRC-AM-FM there for $72,500 announced late last week. WMRC simultaneously will request FCC authorization to remain silent until sale is approved.

Sale of WMRC facilities was necessitated by FCC condition to vhf ch. 4 grant to Carolina Tv Co. (WGCT [TV]). The grant was made possible upon withdrawal of competitive applications of WFBC and WMRC, both in Greenville. According to merger proposal, WMRC and WFBC acquired part interest in vhf ch. 4 venture, thus requiring sale of one of stations.

Sandy Howard Prod. Plans

IN LINE with expansion and reorganization plans of Sandy Howard Productions, N. Y., radio-tv production firm, Sandy Howard, owner, announced Friday that Robert Cahn, former associate producer of company's *Merry Mailman* radio and tv series, has been named general manager; Marvin Paige, previously with CBS-TV's *You Are There* series, director of business and promotion, and Robert Goldeman, program agency director. Mr. Howard said expansion includes filming of *Merry Mailman* for network syndication and production of other independent tv film series.

WALL Names Representative

WALL Middletown, N. Y., has appointed Radio-Tv Promotion Syndicate, N. Y., as exclusive station representatives, effective immediately. WALL is 250 w station located in Orange County.

Fresh! Vigorous! Exi

NOW IN PRODUCTION!

39 NEW HALF HOURS!

IT'S THE SECOND GREAT YEAR FOR ZIV'S

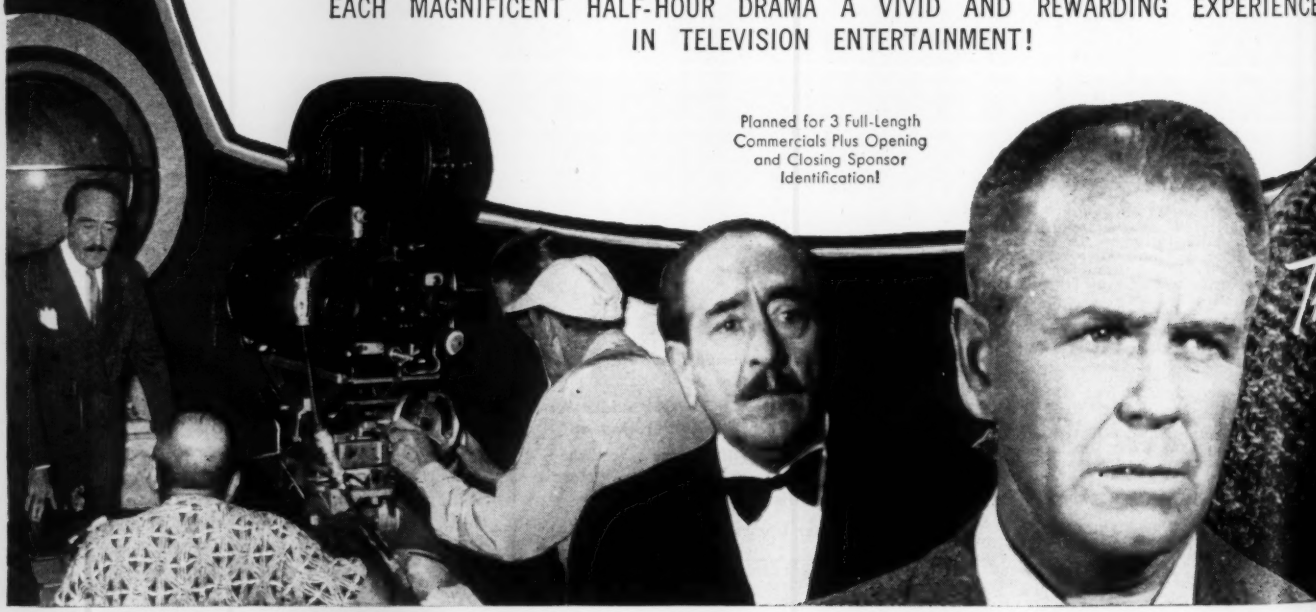
ADOLPHE MENJOU

YOUR STAR AND HOST IN

"FAVORITE STORY"

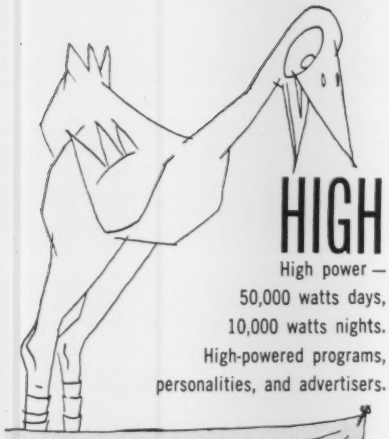
EACH MAGNIFICENT HALF-HOUR DRAMA A VIVID AND REWARDING EXPERIENCE IN TELEVISION ENTERTAINMENT!

Planned for 3 Full-Length Commercials Plus Opening and Closing Sponsor Identification!



XUM

sting!
PRODUCED WITH A
Master's Flair!
NOT ANYWHERE, NOT BY ANYONE HAS TELEVISION BEEN SO HANDSOMELY AND LAVISHLY STAGED!
BEYOND BELIEF!
Brilliant Stories!
ALL THRILLINGLY NEW TO TELEVISION!
NEVER BEFORE HAVE SO MANY TALENTS BEEN COMBINED FOR THE SOLE PURPOSE OF BUILDING
Sales and Profits!
FOR YOU!
television's
t dramatic
vement...
ZIV-TV
ZIV TELEVISION PROGRAMS, INC.
1529 MADISON RD., CINCINNATI, OHIO
NEW YORK
HOLLYWOOD



HIGH

High power — 50,000 watts days, 10,000 watts nights. High-powered programs, personalities, and advertisers.

WIDE

Wide coverage — over 205 communities in Southern California. Wide range of selling opportunities.

handsome

Handsome returns demonstrated daily to advertisers who expect — and get — TOP results from radio.

the One-Station Network

KMPC

710 KC Los Angeles California

Represented Nationally by AM Radio Sales Company
New York • Los Angeles • Chicago

GENE AUTRY — President
R. O. REYNOLDS — Vice President and General Manager

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BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53d and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

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*Reg. U. S. Patent Office

Copyright 1953 by Broadcasting Publications Inc.

This is Miss Mary Beauregard Lee

former State Regent of the UDC.
We use the word *former* because she resigned.
With a brisk "Too busy," she simply declined
her twelfth re-election. Said Miss Mary B.,
"I can't spare the time—I'm watching TV."

. . . and Miss Mary Beauregard's not the only one. The United Daughters of the Confederacy meetings are rather slim affairs nowadays, because no member can tear herself away from her television set long enough to wield a gavel. All Miss Mary's friends . . . and all the new people, too* . . . have welcomed WJTV to this rich Deep South market. They're showing their welcome in practical ways. You may have noticed Miss Mary's cigarette. "I saw them advertised on WJTV," she said to us the other day, "so naturally I've taken to using them. Now, about that remote from Court House Square next Confederate Memorial Day . . .".

** According to Miss Mary, anybody who's moved to Mississippi since 1900.*

CBS
PRIMARY AFFILIATE

WJTV

MISSISSIPPI'S PIONEER TELEVISION STATION
JACKSON, MISSISSIPPI

Owned by Mississippi's two state-wide newspapers:
The Clarion-Ledger
JACKSON DAILY NEWS

John Rossiter, General Manager

REPRESENTED NATIONALLY BY THE KATZ AGENCY

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

30th year of Continuous Broadcasting

Radio Station
WSAZ
the first radio station of West Virginia

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

KNOW YOUR NBC'S

Network: NBC Radio
Time: Sat., 8:30-9 p.m. EST
Producers: Masterson, Reddy and Nelson Inc.
Director: Jerry Bowne
Emcee: John Nelson

A PROGRAM tailor-made to focus attention on NBC's revitalized radio programming is *Know Your NBC's*. Aside from its promotional value, the program provides a pleasant half-hour of diversion under the competent emceeing of John Nelson.

Know Your NBC's is a studio-audience-participation quiz show based entirely on NBC Radio programs. Contestants attempt to identify tape-recorded highlights from NBC programs of that current week and also a jackpot "mystery voice" of a star who is present at the studio but out of sight.

Much of the success of such a show depends on the selection of responsive contestants and on an expert emcee. In the program of Oct. 31 under consideration here, studio participants represented a wide range of interests and provided responses that were sometimes informative, sometimes humorous but always in the spirit of fun. Mr. Nelson performs his duties in a capable fashion, never intrusive, posing questions liable to result in provocative answers but always in good taste.

* * *

ANONYMOUS

Network: ABC Radio
Time: Sat., 9-9:25 p.m. CST (premiere Nov. 14, reviewed from local broadcast on WENR Chicago Nov. 9)
Origination: Stateville Branch of Illinois State Prison
Executive Director: Maury Murry
Producer and Director: Keith Beecher
Continuity: Robert Ecklund
Announcer: Lee Walters

ANONYMOUS is ABC Chicago's almost casual radio excursion behind prison walls that qualifies eminently as authentic, absorbing fare.

The program, which the network's WENR has been airing locally for some weeks as part of its "new look" format, is presented entirely by "the unhappy 4,000" of the Illinois State Prison's Stateville Branch—complete with convict interviews, an orchestra, musical combo, poetry, advice to "the outside" and a "guest" emcee.

Anonymous opens with announcer Lee Walters "sentencing" listeners to 25 minutes behind prison walls, and introducing the guest emcee, a prisoner who identifies himself only as "Bob." His trouble is narcotics — "yellow jackets," "goofballs" and other barbituates. He traced his story. He had served 11 months on a narcotics charge and two years for robbery and told of his rehabilitation in Stateville (where he played in the orchestra and later worked in the tailor shop). After this account, Bob dashed off "Tea for Two" on a piano that sounded suspiciously like the one in warehouse 39 on Chicago's South Side.

"Stan" recounted that he was a "confirmed alcoholic" and warned that "liquor and jobs don't mix." He had drunk himself in and out of jobs because he felt "inadequate" and finally committed robbery. He will get out on Christmas Day 1954, he said, but authorities will be waiting in Lexington, Ky., to pick him and stash him away for another six years on a car theft charge. His contribution: Excerpts of poetry, delivered in a fairly dramatic manner.

"R. F." was charged with murder, though there was some question, he intimated, of his guilt. Another convict, "Clarence," told listeners he had got religion and admonished them to "believe in the Lord and turn your life over to him."

Interspersed with these laconic interviews were musical renditions by the Country Cousins and the 45-piece prison orchestra, most of whom are amateurs. Despite this fact, *Anonymous* dutifully mentioned the usual courtesy extended by AFM President James C. Petrillo.

The program should not remain anonymous in ABC's fall promotion plans because it is one of the things that radio somehow does best.

* * *

BOOKS

TRANSMITTING WORLD NEWS, by Francis Williams, illustrations by the Netherlands Statistical Foundation. Published by United Nations Educational, Scientific and Cultural Organization, 19 avenue Kleber, Paris-16e. Distribution in U. S.: Columbia U. Press, 2960 Broadway, New York 27. 95 pp. $1.

SUBTITLE of this paper-bound book is the key to its theme: "A Study of Telecommunications and the Press." What the author discusses is the physical setup—rather than the content—of world news transmission. Chapters are devoted to, among other things, world telecommunication systems, world news agencies, national news agencies, the cost of transmitting news, leased wire services, multiple address newscasts, facsimile and telephoto services.

The illustrations are particularly enhancing. Color charts (pictographs) are on point-to-point radio channels, multiple address transmission, national news agencies and disparities in press rates. Also graphic is a map, in color, depicting major ocean cable systems.

Mr. Williams, a Briton, is a journalist, author and a broadcaster (he was a governor of the BBC 1951-52). He has held UN information advisory posts and currently writes for the London *News Chronicle*.

The book, which is a report, has been prepared "specifically with a view to action that might be taken at the next International Telegraph and Telephone Conference, to be held in 1954 or 1955," the foreword explains. The 1949 conference was held in Paris by the International Telecommunications Union.

Heart of the discourse is contained in the last chapter, entitled "Conclusions and Recommendations," which should be of special interest to those interested in free world transmission of news.

* * *

DING DONG BOOKS, by Dr. Frances R. Horwich and Reinald Werrenrath Jr. Rand McNally & Co., Chicago, publisher. $0.25 each.

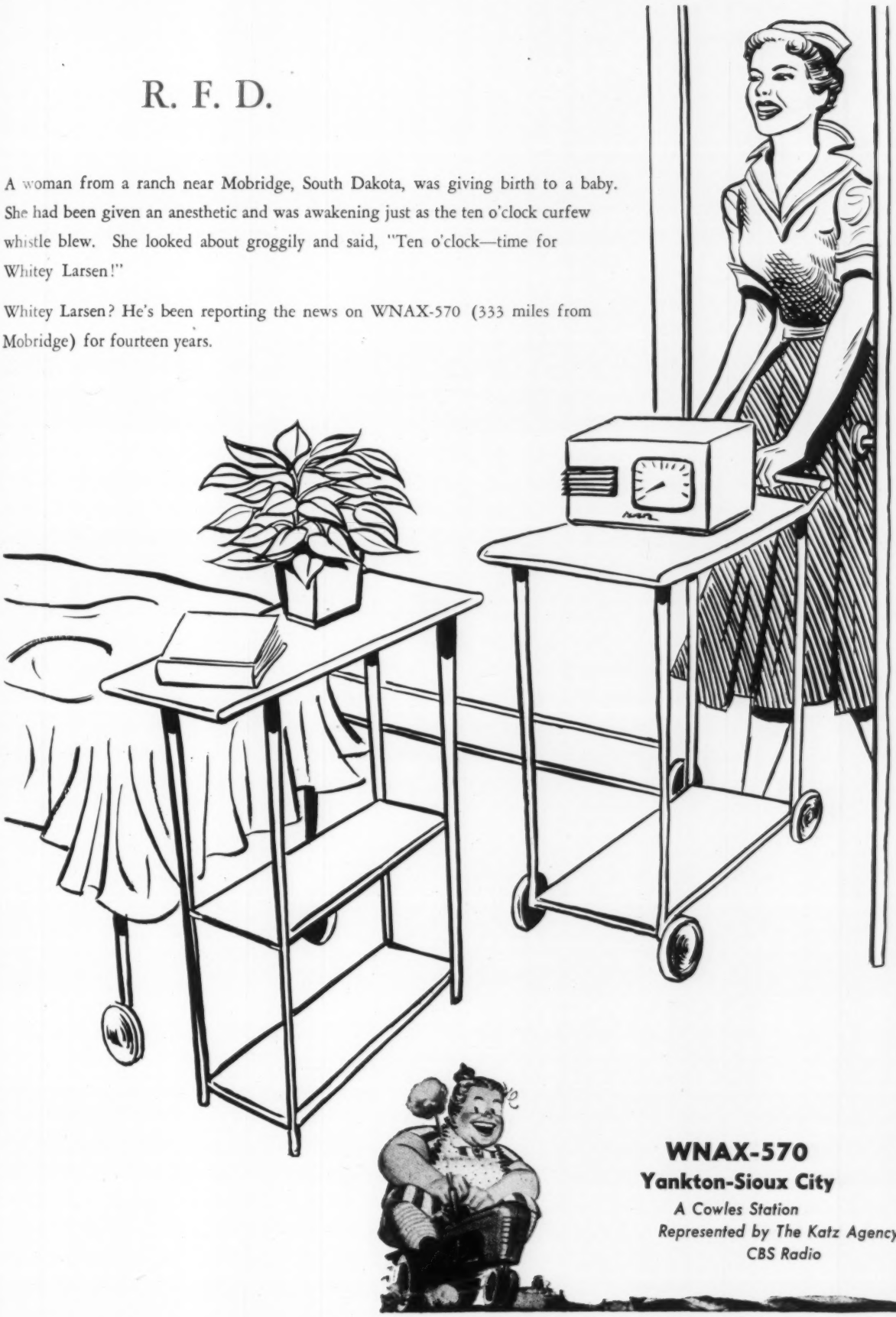
NEARLY two million copies of these books, written by the star of NBC-TV's *Ding Dong School*, Dr. Frances Horwich, and her producer-director, Reinald Werrenrath Jr., were sold to book dealers prior to the release of the books for public sale, establishing a publishing record and proving the potency of the television program.

The books are based directly on the stories, games and activities displayed on the tv program. All six story books contain gaily colored illustrations with charming, simply told tales appealing to the 2-to-6-year-old audience. A seventh book, entitled *Miss Frances' Ding Dong School Book*, is filled with countless activities to keep the youngsters happily occupied during the weekday morning programs and long afterward.

R. F. D.

A woman from a ranch near Mobridge, South Dakota, was giving birth to a baby. She had been given an anesthetic and was awakening just as the ten o'clock curfew whistle blew. She looked about groggily and said, "Ten o'clock—time for Whitey Larsen!"

Whitey Larsen? He's been reporting the news on WNAX-570 (333 miles from Mobridge) for fourteen years.



WNAX-570
Yankton-Sioux City
A Cowles Station
Represented by The Katz Agency
CBS Radio

mystery

BORIS KARLOFF

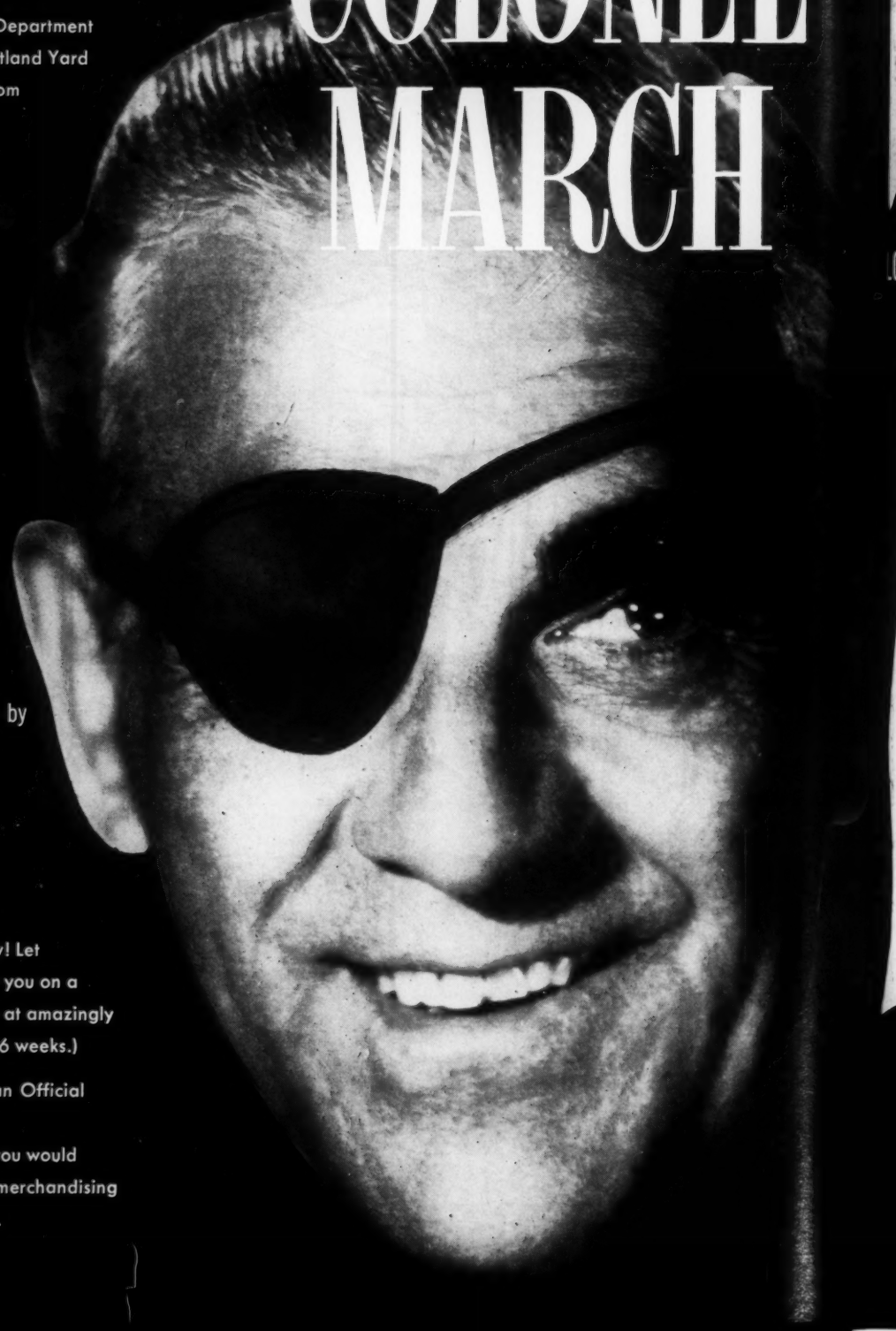
remember when detectives could count to 10?

As Scotland Yard's

COLONEL MARCH

This witty gentleman is equally at home with Shakespeare and shakedowns, Heifitz and heisting. Don't let his charm deceive you. Though he carries no gun, throws no punches, and kisses no blondes — he packs a wallop with his brain!

He heads D-3, the famous "Department of Queer Complaints" at Scotland Yard which unravels everything from missing men to murder.



A fascinating, BRAND NEW half-hour film series of scientific crime detection based on material provided by AMERICA'S BEST-SELLING MYSTERY WRITER **JOHN DICKSON CARR**

Be the first to cash in on TV's most exciting new personality! Let "COLONEL MARCH" sell for you on a regional, or syndicated basis at amazingly low costs! (Minimum time — 26 weeks.)

A telephone call will bring an Official Films representative to your office with as many reels as you would like to see — and an unusual merchandising story in full detail. PL 7-0100.

XUM

TERRY
and the PIRATES

OFFICIAL FILMS' fabulously successful, faithful reproduction of the beloved comic strip that appears regularly in over 220 newspapers with a combined circulation of more than TWENTY-FIVE MILLION READERS!

The ratings that this half-hour show pulled for Canada Dry in 56 different markets are so amazing, they have to be seen to be believed. (We're eager to show them to you.)

The merchandising opportunities with America's best known comic strip characters are endless and they all spell P-R-O-F-I-T for you.

"From every standpoint a great bet for any one of a hundred bankrollers" says BILLBOARD. Why not investigate today?

NOW AVAILABLE FOR LOCAL OR REGIONAL SPONSORSHIP

adventure

ROBERT CUMMINGS
starring in
"my hero"

JOHN CROSBY, NOTED TV CRITIC, says: "The dialogue, the staging and the production are of a very high order indeed and I see no reason why 'MY HERO' can't eventually GIVE 'I LOVE LUCY' QUITE A RUN FOR ITS MONEY."

NIELSEN RATINGS SHOW: Playing opposite a top budget, hour variety show extravaganza, "MY HERO" earned a national average rating of 29.9!

YOU'LL SAY: "**'MY HERO'** is the funniest situation comedy now available on film!"

Here's good wholesome fun for the entire family purchasing group. Hollywood stars they can identify themselves with, right along with YOUR PRODUCT. This top flight show sells! Ask us, we'll give you facts and figures.

comedy

39 WEEKS OF HALF-HOUR PROGRAMMING AVAILABLE

Second run in most major markets; first run throughout the rest of the country.

AMERICA'S LEADING PRODUCER AND DISTRIBUTOR OF QUALITY TV FILMS

OFFICIAL FILMS INC.

25 W. 45 ST., NEW YORK 36 • PLaza 7-0100

WHEELING'S NO. 1 STATION!

WTRF-TV

A BASIC AFFILIATE OF

AMERICA'S NO. 1 NETWORK

NBC TELEVISION
(Interconnected)

VHF CHANNEL 7

You start at a half million when you start with WTRF-TV. These sets, developed by a VHF station 52 air miles away, are essentially fringe sets to them.

But they're Grade A and B coverage sets to us.

To you they're sales—a VHF market of 3 million buyers in 22 counties in West Virginia, Ohio and Pennsylvania.

Ask Hollingbery for availabilities today.

WTRF-TV

Serving the Tri-City Market

WHEELING, W. VA.

Martins Ferry and Bellaire, Ohio

REPRESENTED BY GEO. P. HOLLINGBERY CO.

OPEN MIKE

Musts for Agencies

EDITOR:

Some confusion exists here as to whether or not our current subscription to BROADCASTING • TELECASTING magazine includes the BROADCASTING and TELECASTING Yearbooks.

That these yearbooks are musts for any agency's radio and tv department goes without saying. . . .

Jack Severson
Mathisson & Assoc.
Milwaukee

[EDITOR'S NOTE: Mathisson & Assoc. has been advised that its blanket subscription entitles it to the magazine and both yearbooks. In case other subscribers are in doubt, the annual subscription to the magazine is $7, to the magazine plus either yearbook $9, to the magazine plus both yearbooks $11.]

It's Live

EDITOR:

On your network showsheet, you showed *Space Patrol* at 11 a.m. Saturday morning as a film television show. This should be live from Hollywood.

We are very proud of the fact that this is one of the few kid shows being done on a live basis. The boys in Hollywood have to get up pretty early in the morning for this one.

Philip D. Archer
Gardner Advertising Co.
St. Louis

Film Fan

EDITOR:

I like it! I like it!

That's what I think of your fourth tv film feature section [B•T Oct. 12] . . . especially Jack Gross' piece, "Turning an Idea Into a Print." . . .

Ezra R. Baker Jr.
IMPS, New York City

Rush Order

EDITOR:

The Nov. 2 issue of BROADCASTING • TELECASTING has a very valuable article on page 88, "Saturation Spot Campaign Leaves Car Dealer Carless". . . .

We would like at least 50 reprints of this article. . . . Please rush the copies so that we can go to work locally. Thank you.

Mac McKenzie
General Sales Manager
KMO Tacoma, Wash.

Unfair Comparison

EDITOR:

Want to thank you for running the story about the survey conducted by the California Farm Bureau in regard to their state-wide Farm Bureau Network [B•T, Oct. 19].

Would like to bring your attention to a paragraph that . . . got a little mixed up . . . Some of the stations listed in the survey had been with the network only a matter of months. In the sixth paragraph you showed a comparison on how the stations did this year against the last survey. . . . They did not have the program when the last survey was made. For example, KMPC has been on the network only a few months and your story compares them with the results of two years ago. Also, KLX has been feeding the network only since May of this year, so we could hardly be subject to a comparison. . . .

Milton L. Levy
General Manager
KLX Oakland, Calif.

Q. Cheapest way to sell the Deep South?

A. Hire the South's Greatest Salesman!

WWL—*leading station in New Orleans night and day — with more listeners now than ever before!**

*Pulse, July-August, 1953

PUT HIM TO WORK FOR YOU AND GET—

WWL

NEW ORLEANS

50,000 Watts • Clear Channel

CBS Radio Affiliate

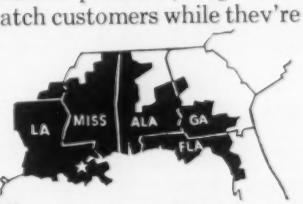
A Department of Loyola University

Represented Nationally by the Katz Agency

1. The sales-making impact of the radio station that reaches more Deep South families than any other medium—at far lower cost per family.

2. The continuous backing of WWL's own powerful advertising—24-sheet posters, streetcar and bus signs, newspaper ads that dominate radio pages.

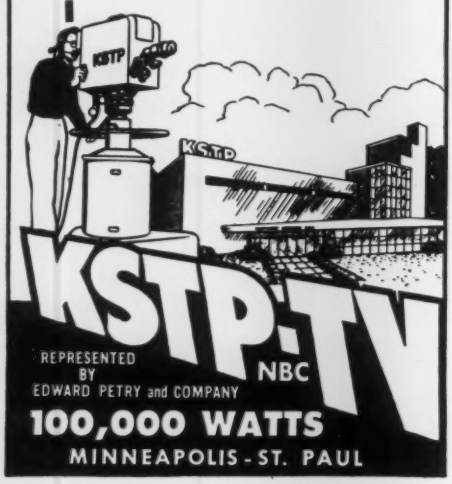
3. Smart, aggressive merchandising support for WWL-advertised products, big-scale store displays that catch customers while thev're *spending*.



Only WWL gives you intensive penetration through this four-state market humming with new industry . . . rich with new payrolls . . . an area still unquestionably radio-dominated.

IN THE
Upper Midwest...

KSTP-TV
now reaches
nearly
Two Million
people
regularly
with its
100,000 watts
on
channel 5



REPRESENTED
BY
EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS-ST. PAUL

our respects

to LEE RUWITCH

THINKING people must guide the machines.

In a few words, that is the credo held by Lee Ruwitch, executive vice president and general manager of WTVJ (TV) Miami, Fla., which is owned by the Southern Radio & Television Equipment Co. The station is in its fifth year of operation on ch. 4.

Mr. Ruwitch is also first vice president and 28.5% owner of WMAY-TV Inc., applicant for vhf ch. 2 at Springfield, Ill.

Mr. Ruwitch believes in people and counts on them to direct the operation of the tv station he manages.

He also believes in, and practices, good management. Lee Ruwitch, an efficient executive, expects not only efficiency but voluntary cooperation from the men who work with him.

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sharing time

KSBW-TV 8 KMBY-TV

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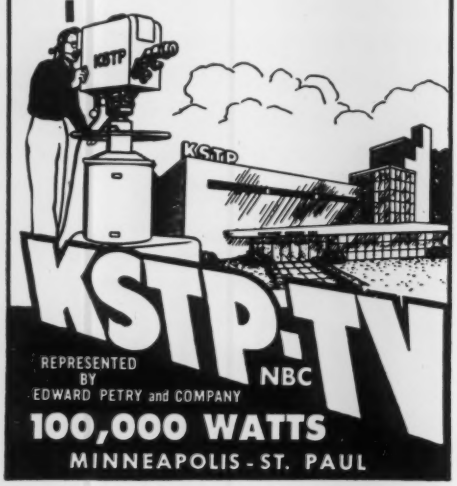

REPRESENTED
BY
EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS-ST. PAUL

our respects

to LEE RUWITCH

THINKING people must guide the machines.

In a few words, that is the credo held by Lee Ruwitch, executive vice president and general manager of WTVJ (TV) Miami, Fla., which is owned by the Southern Radio & Television Equipment Co. The station is in its fifth year of operation on ch. 4.

Mr. Ruwitch is also first vice president and 28.5% owner of WMAY-TV Inc., applicant for vhf ch. 2 at Springfield, Ill.

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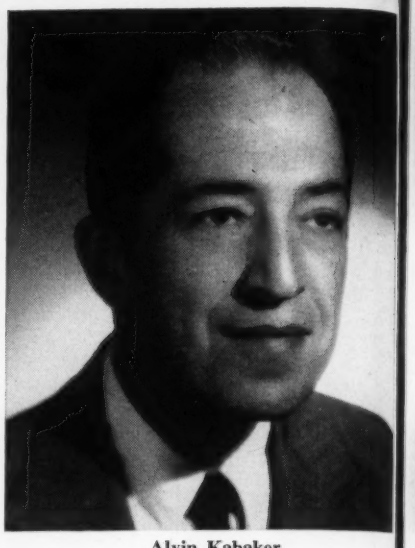

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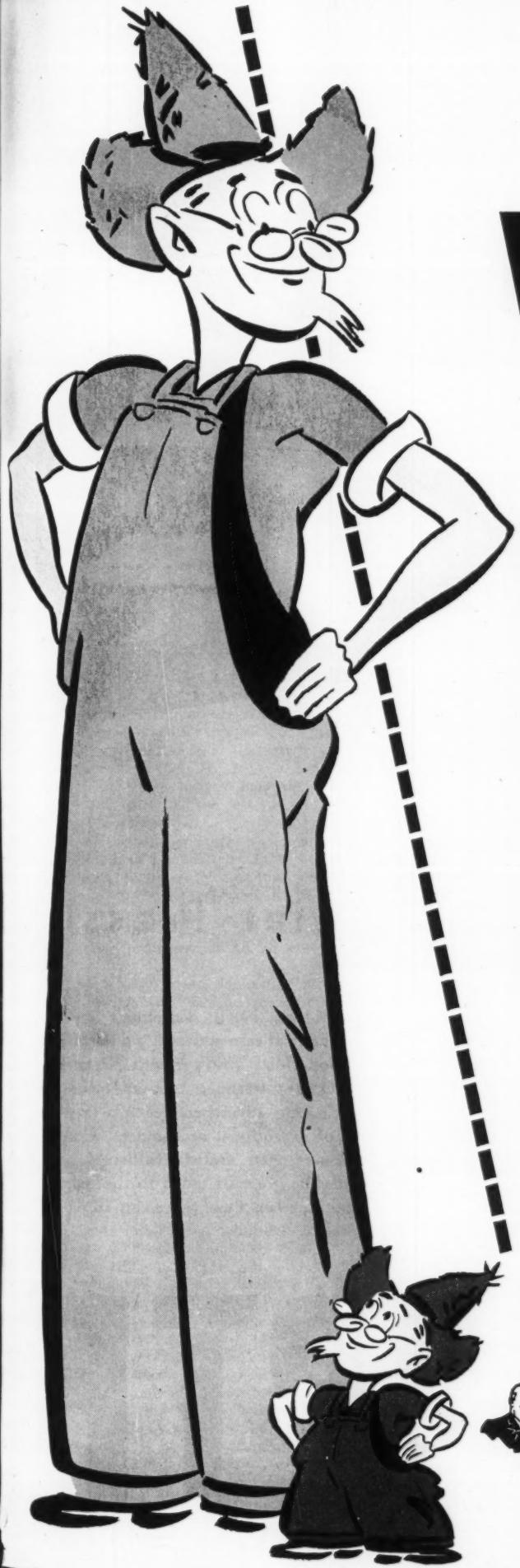

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Gracious Lady . . . . . Harriet Pressly

Wife of a college president, North Carolina's 1[9] "Mother of the Year," equally at ease addressing a literar[y] tea or home demonstration club. That's Harriet Press[l] whose program each weekday afternoon tops all others[,] says Pulse. Alert participating advertisers reach a larg[e] audience on a program of exceptional acceptance. Contact WPTF or Free & Peters now. Get the full story on Harriet Pressly who adds the gracious touch to the team that makes WPTF the Number One Salesman in the South's Number One State.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

November 16, 1953 Vol. 45, No. 20

FCC LICENSE FEE MIGHT COST INDUSTRY $2 MILLION YEARLY

Broadcasters would pay only for their share of licensing expense, according to clarification of plan. The fees might be levied by value of facility assigned (radio or tv, vhf or uhf). Legal issue is raised of ownership right to frequency once fee is paid.

PROSPECT that the radio-tv industry could be asked to pay as much as $2 million annually to recover FCC broadcast licensing expenses appeared last week in one evaluation of the Commission's operating budget figures and the new directive by the Bureau of the Budget which requires Federal agencies to put their license activities on a pay-as-you-go basis (BoT, Nov. 9).

In further clarification of the directive, however, FCC and Budget Bureau officials discounted ea[rly] speculation that broadcasters, because of pr[esu]mptionately greater revenue from their authorizations, might be expected to bear the brunt of costs for all services licensed by [the] Commission.

[Broadcaste]rs will have to pay only their own licensing costs whenever the fees are put into effect," it was explained.

"The sense of the Budget Bureau circular and of the law," it was noted, "is that the broadcasters would pay only up to the full cost of their own licensing and would not be expected to share the expenses for other services such as common carrier or safety and special [services]. Each category would be separated.

[There] be proportionate differences in the broadcasting field, though, these would be pointed out. This could be based on [value] to the licensee.

Maybe More for Tv

[It] would appear logical to assess more for [a station] for fm or am," was one observation, "and perhaps more for vhf than uhf."

Many details of the license fee problem continued in question last week as FCC staff officials met Monday to begin consideration of the Budget Bureau directive. It is expected that policy matters will be settled and proposals outlined by Feb. 1, 1954, the deadline set by the Budget Bureau for FCC and the other agencies to make public their plans.

The directive requires thereafter that "each agency is to provide a suitable opportunity for affected parties to present comments and suggestions as to the level and form of the proposed changes." This would mean a rule-making proceeding at FCC.

By May 1 of next year all the agencies involved must report to the Budget Bureau on what plans they have put into operation and must give reasons where it has been decided no license fee should be levied.

There exists a feeling in some quarters it may be wise not to levy a fee on radio-tv broadcasters because of a legal issue.

Some contend the payment of a fee gives the licensee an ownership right to the frequency covered in the license, a privilege not included in the public domain concept of the Communications Act.

Others hold the same argument has been made with respect to payment of a fee for a license in any field—not just the radio-tv field—and contend an answer to the argument is implied in the overall application of the license fee policy authorized by law and directed by the Budget Bureau circular.

The Budget Bureau circular specified that Federal agencies engaged in licensing activities "are to provide a system of fair and equitable fees which, taking account of the value to the recipient and the public policy or interest served, shall recover, to the full extent possible, the aggregate cost incurred in the conduct of these activities."

Broadcast Budget $1.7 Million

In its proposed fiscal 1954 budget, FCC earmarked nearly $1.7 million for broadcast functions. By adding to this a reasonable proportion of general expenses which would be shared with the other license fee categories, the total figure of $2 million in potential costs to be recovered annually is projected by some observers as a reasonable maximum amount which might be involved for the radio-tv industry.

It is cautioned, however, that this $2 million figure is probably a ceiling estimate, offered at an early date before the costs study can actually get under way.

There are some spokesmen who feel that this suggested estimate is too high and Budget Bureau would not require full recovery to this extent. Others, however, feel that since virtually all the FCC's broadcast activities involve some phase of licensing or closely related functions, there is justification in proposing nearly full recovery of costs, which could total the $2 million estimate.

The broadcast budget of FCC has approximated about 20% of the total Commission budget, it is indicated. However, this proportion may be distorted by the actual fiscal 1954 appropriation of $7.4 million made by Congress. Congress specifically earmarked $1,018,000 for processing of television applications and $809,000 for processing of safety and special radio services applications.

Budgeting of the rest of the $7.4 million was left by Congress entirely up to FCC's discretion. Commission officials last week could not offer an off-the-cuff proportion for broadcast.

FCC's fiscal 1953 appropriation of $6,410,632 was budgeted about as follows: Common carrier, $704,390 or 10.99% of total; applied technical research and frequency allocation, $386,643, 6.03%; field engineering and monitoring, $2,313,271, 36.08%; safety and special radio services, $585,928, 9.14%; broadcast, $1,168,023, 18.22%; executive staff and administrative services, $1,252,377, 19.54%.

Under the Commission's proposed budget for fiscal 1954, the $8,005,300 asked of Congress by the President, the breakdown was reported as follows: Common carrier, $775,051, 9.68%; applied technical research and frequency allocation, $488,796, 6.11%; field engineering and monitoring, $2,843,312, 35.52%; safety and special radio services, $716,458, 8.95%; broadcast, $1,667,074, 20.82%; executive staff and administrative services, $1,514,609, 18.92%.

Commission representatives recalled that FCC for fiscal 1954 had requested a total of $9,955,072 in the budget which it submitted to the Budget Bureau. The President cut this to $8 million when it was sent to Congress. The final appropriation of $7.4 million included the supplemental funds to help clear the application backlogs in television and special services.

The Budget Bureau circular specifically exempts enforcement activities from inclusion in the cost total when fees are determined, but Commission representatives felt some portion of the field engineering and monitoring costs might be accountable when broadcast fees are determined. Similarly, a fair portion of the research and frequency allocation costs might be included, as would part of the executive staff and administrative expenses.

When the Budget Bureau circular was announced a fortnight ago, FCC Chairman Rosel H. Hyde said the Commission staff would commence prompt study of the fee plan. He indicated the biggest problem is to evolve a uniform policy which would be equitable to all of the licensees who may be affected.

Comr. Robert T. Bartley last week indicated that generally he has "never been for" the license fee idea but wished to study the Budget Bureau directive carefully before offering further opinion. He pointed out, however, he believes there are important points of law to be considered before charging broadcasters a fee for their authorizations. These points included licensee rights to a channel once a fee were paid, it was indicated.

Hennock Concerned

Comr. Frieda B. Hennock also was concerned about the "privileges" which broadcasters could assume would go along with a license once the fee for it had been paid. She pointed out that the Communications Act requires FCC to license stations in the "public interest" and questioned the legal implications of the license fee plan.

Comr. John C. Doerfer felt it is reasonable to expect the cost of processing an application to be paid for by the licensee. He approved a fee plan which is directly related to the actual cost of licensing but stated the fee should never approach the magnitude of "taxing" the licensee on the basis of large revenue made possible thereby.

Any effort to charge a broadcaster proportionately more because of the greater revenue factor is properly a tax legislation matter,

Comr. Doerfer said. He also thought red tape involved in any license fee plan should be kept to an absolute minimum.

General favor for the licensee fee plan also was expressed by Comr. Robert E. Lee, but he preferred to reserve opinion until he had studied the matter more and "heard the discussion of the others."

Lee Favors Nominal Fee

Comr. Lee pointed out in view of his background in budget matters he believes that on an overall basis "nominal charges" should be made by Government for such privileges.

"How they would apply here, I don't know," Comr. Lee said, emphasizing, "In any event, the charges should be moderate and should not be any significant expense for the licensee."

Comr. George E. Sterling, at home with a severe cold, was not available for comment. Comr. E. M. Webster was out of town. He addressed an Institute of Radio Engineers' meeting in Boston Thursday (story page 56).

The Budget Bureau directive was issued pursuant to executive order of the President. It stems from the wish of Congress to put licensing and similar government activity on a pay-as-you-go basis. The 1952 appropriations law, passed in 1951, authorized agencies to charge fees and some did make use of it.

Budget Bureau's circular now orders the agencies to make charges for licensing and special services, or to give substantial reasons for not doing so.

The directive specifically cited FCC as the type of licensing agency which will be concerned with the new order. It also picked out "radio operators licenses and radio station licenses" as the kind of privileges for which fees may be levied.

Title V of Public Law 137 passed by the 82d Congress, the independent offices appropriations act, set forth the authorization to levy fees and charges. It reads in part:

It is the sense of the Congress that any work, service, publication, report, document, benefit, privilege, authority, use, franchise, license, permit, certificate, registration, or similar thing of value or utility performed, furnished, provided, granted, prepared, or issued by any Federal agency (including wholly owned Government corporations as defined in the Government Corporation Control Act of 1945) to or for any person (including groups, associations, organizations, partnerships, corporations, or businesses), except those engaged in the transaction of official business of the Government, shall be self-sustaining to the full extent possible, and the head of each Federal agency is authorized by regulation (which in the case of agencies in the executive branch, shall be as uniform as practicable and subject to such policies as the President may prescribe) to prescribe therefor such fee, charge, or price, if any, as he shall determine, in case none exists, or redetermine, in case of an existing one, to be fair and equitable taking into consideration direct and indirect cost to the Government, value to the recipient, public policy or interest served, and other pertinent facts.

Coy's Testimony

Viewpoint of the Commission at the time the law took effect appeared to be in part that a license fee for broadcasters was not feasible. This was expressed by then Chairman Wayne Coy when testifying in February 1952 before the House Appropriations Subcommittee.

Asked about the license fee plan, Chairman Coy said:

Our reaction to it is that these services are licensed in the public interest and that to charge them a fee would serve to cause them to think that they were relieved in whole, or in part, from the necessity of performing in the public interest. . . .

The second reason is that we believe that it is not feasible. Although we do not have a closed mind about it and we have studied it every time anybody has asked us to study it. If you have a fee for this license it just results in an addition to their operating expenses and a reduction in the income tax that they have to pay.

These people in the Federal communication business who are licensed by the Commission are paying a considerable amount of taxes at the present time and it is doubtful that there would be a net gain to the Treasury by putting a fee on those people where it is a deductible tax item. . . .

We think the public gets its money's worth out of these radio stations in the way it is handled and to ask him [licensee] to pay for it would serve no interest at all. The public owns the radio spectrum here.

Earlier, in 1950, the Senate Committee on Expenditures in the Executive Departments commented in Senate Report 2120 (81st Congress) that if doubt existed concerning benefit attached to a license, the fee should not be charged. The report said in part:

The Committee does not hereby aline itself either for or against the assessment of fees. Such a decision can prudently be made only after full and exhaustive hearings. There is no doubt, however, that of the 12 agencies included in this study [license fee survey at that time] some render services the benefits of which accrue wholly to special interests which derive therefrom the means of financial success. The committee does incline to the view that in such instances, the cost to which the government is put should be borne by the beneficiaries. Where there is joint benefit to a particular beneficiary and to all of the people, the cost should be equitably divided, and where there is doubt as to the degree of preponderance of benefit, there should be no fee.

In its announcement accompanying the directive to charge fees, the Budget Bureau estimated the government is spending $50 million yearly in licensing activities, of which only $20 million is recovered.

Budget Bureau Estimate

Officials of the Bureau said that in making up the $50 million figure, they included the following rough estimates of costs for FCC license work: Broadcast stations, $488,000; safety and special radio services, $306,000; radio operator licenses, $222,000, and common carrier certificates, $275,000. They emphasized these were their own estimates. An FCC official observed "they are rather on the low side."

Comparably, the Budget Bureau listed Civil Aeronautics Administration licensing costs at $5 million; Civil Aeronautics Board, $360,000; registration of securities at Securities Exchange Commission, $2 million; issuance of patents by Patent Office, $6 million, and trademark registration, $325,000. Other high figures went for passports, visas and the like.

In its report on the 1951 study of fees, Budget Bureau cited that of 39 agencies answering its questionnaire, there was reported a total of 1,772 "services and products" given or sold to the public. The Treasury, Interior and Commerce Depts. accounted for 45% of this total. The report cautioned about use of the total, however, because of a wide variation in terms and classification used by the agencies.

Budget Bureau said FCC reported 106 categories of licenses and authorizations, plus 6 "products" and 19 services, a total of 131. There was no breakdown or description available.

FCC representatives pointed out there are a number of ways the Commission could collect fees. It could be done on a cash basis when papers are filed or by means of a treasurer's receipt of fee payment. Another means would be use of stamps, which for amateurs, it was noted, could be sold through the Post Office.

Commission representatives did not feel a large or new department would have to be created to handle administration of the fee plan since some of the methods could be incorporated within the present organization with minor change.

P&G, PHILIP MORRIS ITEMS QUIT BIOW

Biow's loss of some accounts of the two major sponsors has nothing to do with a current West Coast income tax trial in which Biow has figured indirectly, says the agency's President Ken Beirn.

TWO major sponsors, Procter & Gamble and Philip Morris, last week withdrew accounts from the Biow Co., New York agency, eliciting from Ken Beirn, agency president, the assurance that the moves were in no way related to anything but "normal changes" that characterize any business enterprise of Biow's size.

Mr. Beirn's statement followed speculation that the withdrawals might be connected in some way with the current income tax suit against lobbyist Arthur Samish on the West Coast, in which the agency figured indirectly.

P&G named Leo Burnett, Chicago, to handle its Lava Soap promotion. The decision to change was made 10 days ago. P&G products still remaining with Biow are Spic & Span, Lilt, Joy, Pert, Fluffo, and Shasta.

Dunhill Cigarettes, manufactured by Philip Morris, will transfer to Hewitt, Ogilvy, Benson & Mather, New York, about the first of the year. Philip Morris Cigarettes will continue to be handled by Biow.

The switches were revealed after the appearance of Milton Biow, board chairman of the agency, as a witness in the income tax trial of Mr. Samish in San Francisco.

Mr. Biow testified the agency paid Mr. Samish upward of $100,000—but never directly —for helping to hold the Schenley Distillers account for Biow Co., which since has resigned it. He also testified Mr. Samish threatened his life for telling internal revenue men about the arrangements.

Independent Action

Mr. Beirn, however, asserted emphatically that the timing of the disaffiliations were "purely coincidental" and unrelated to the West Coast case. He maintained they are "minor changes that occur in the course of normal activity in an agency doing an annual business of $50 million."

His complete statement:

"The Biow Co. is, and has been, ready at all times to make public any pertinent facts about our business. Two of our officers have been witnesses for the Government in a case in San Francisco. Efforts to discredit their testimony have given rise to stories without basis or fact. We want to say nothing that will in any way affect the proper procedure of law. However, untruthful statements about our business are harmful and can become malicious.

"Therefore, I wish to make clear that no business of the Biow Co. has been in any way affected by developments in the current West Coast case. Such minor changes as have occurred in the course of normal activity in an agency doing an annual business of $50 million have been purely coincidental, having nothing whatsoever to do with the case. Under ordinary circumstances they would have aroused no comment."

In another clearly unrelated action last week Philip Morris, along with its co-sponsor Lady Esther, agreed to cancel time and program of *I, Bonino* featuring Ezio Pinza Saturdays on NBC-TV, effective in December.

Recession Threat Should Spur Ad Re-Evaluation—Ryan

THREATS of recession call for re-evaluation of advertising functions, Barry Ryan, president of Ruthrauff & Ryan, New York, stated last week on the eve of his 25th anniversary with the agency. In giving his reactions to current reports on an impending depression Mr. Ryan said that "as businessmen, we can't afford to ignore predictions—or the situations from which they arise. They give us good reason to appraise our own performance as agency people and to ask ourselves if we're delivering the kind of advertising thinking that harder selling makes necessary."

In a look backward, Mr. Ryan pointed out that automobiles were sold during the depression because of "new improvements, finer performance," hard selling dealer staffs, and "advertising created by men who worked shoulder to shoulder with manufacturer and dealer."

Mr. Ryan said it was at that time that new advertising trails were blazed—such as "first use of national spot campaigns to introduce new car models," and "the great appeal of radio's original amateur hour applied to advertise the products of a great automobile manufacturer."

As a more recent example he cited 1949, when the country was undergoing a slight recession "and tv set sales began to slide."

"But not for long," he added. "Again we saw the pattern repeated . . . improved products were engineered and developed . . . advertising worked harder than ever on national and local levels," with the result that the public "trooped in to be sold that year's models . . . all because concerted action was taken to build demand."

Four Sponsors Seek CBS-TV Programs

FOUR advertisers negotiated for the purchase of network shows on CBS-TV last week. Involved in the activity were Quaker Oats, Chicago; S. C. Johnson & Son, Racine, Wis.; Nash-Kelvinator, Detroit, and General Mills, Minneapolis.

Quaker Oats is understood to be parleying with CBS-TV with a view to part-sponsorship, after the first of the year, of the *Candy Carnival* program formerly on CBS for M & M candies. Sherman & Marquette, Chicago, is the agency for Quaker.

S. C. Johnson & Son, effective Nov. 22, definitely will launch its new comedy series, *Life with Father*, on CBS-TV (Sunday, 7-7:30 p.m.). Leon Ames and Lurene Tuttle star as Father and Mother Day. Fletcher D. Markle will produce the show "live" from Hollywood. The agency is Needham, Lewis & Brorby, Chicago.

Nash-Kelvinator is planning to become the fourth co-sponsor of *Omnibus*, the Ford Foundation program, effective about Jan. 3 (Sundays 5:30 p.m.) on CBS-TV. Geyer Inc., New York, is the agency for Nash-Kelvinator.

General Mills, through Knox-Reeves, Minneapolis, is planning after the first of the year to participate in the Bob Crosby strip five times weekly on CBS-TV, 3:30-4 p.m. The advertiser is interested in the first quarter-hour segment on Fridays. For another product General Mills, through William Esty, New York, also is interested in sponsoring early in December the *Terrytoon* strip twice weekly on CBS-TV and is currently in the process of clearing stations for the proposed 5-5:15 p.m. period, Wednesdays and Fridays.

McCormack of Compton Dies

CHARLES McCORMACK, 67, vice president and member of the board of directors Compton Adv., New York, died Nov. 7 at his home after an asthma attack.

Born and educated in New York, Mr. McCormack had served with several agencies, including J. Walter Thompson Co. and J. Stirling Getchell Inc. He became associated with Compton in 1944 and subsequently was its treasurer.

Surviving are his widow, Caroline; a son, Charles Morrison McCormack, and a daughter, Mrs. Richard Colburn.

Stevens Agency Appoints W&S As New York Office

ONE of the oldest advertising agencies in existence, the Hermon W. Stevens Agency, Boston, which has been operating since 1892, last week appointed Wyatt & Schuebel, New York, as its television-radio consultants and New York office, effective immediately. M. L. Tyler, president of the Boston agency, made the announcement.

The Stevens agency handles such accounts as Salada Tea Co., a heavy spot radio and television advertiser; Father John's Medicine Co., Haffenreffer & Co., Houghton Mifflin Co., and Ginn & Co.

Art Directors Club Honors NL&B, Sarra

REPRESENTATIVES of Needham, Louis & Brorby, advertising agency, and Sarra Inc., Chicago, and new film producers, were among recipients of awards presented by the Art Directors Club of Chicago at a banquet in Chicago's Palmer House last Wednesday.

Sarra was honored for "special effects in television commercials" in producing a 60-second spot for Pet Milk Co., St. Louis, through Gardner Adv. Co. It was Sarra's fourth advertising award of the year in that field. It won three honors from the Chicago Federated Advertising Club earlier this year. The medal was accepted by Bea Adams and J. Roland Martini of Sarra. The firm utilized a "stop-motion" technique on the commercial.

The art directors also bestowed other tv awards—the first time it has recognized the television category—for its 21st annual exhibition of advertising and editorial art for work produced during the year ending last Sept. 15.

Other awards:

Television film commercial (for a live tv show)—Scott Park; producer, Needham, Louis & Brorby; advertiser, S. C. Johnson (Jubilee Wax); art, Chicago Film Labs Inc.

Television commercial animation—art director, Herbert Bull; producer, Needham, Louis & Brorby; advertiser, Quaker Oats Co. (Ken-L-Ration).

Merit award—Scott Park; producer, Needham, Louis & Brorby; advertiser, Household Finance Corp.; art work, Tempo Productions.

Television single frame—art director, Herbert Bull; advertiser, Household Finance; art, James Hix.

Awards were presented by Al Dorne, New York commercial artist. Jack Tinker, senior vice president and creative director, McCann-Erickson, gave a slide film talk on "New Horizons in Advertising." He discussed creative thinking and new copy ideas.

GRIESEDIECK-Western Brewery will sponsor all-night *Record Bar* on KMOX St. Louis under an agreement being signed by Frank Griesedieck (seated), G-W advertising manager, and (l to r): Hans Saemann, G-W vice president; Robert Hyland, KMOX general sales manager; John H. Morris, G-W president, and disc jockey Jim Butler, m.c.

Many Ad Dollars Wasted, Weiss Tells Staff Clinic

MUCH of the almost $8 billion spent annually on advertising is being wasted "because creative people are working in a vacuum," Edward H. Weiss, president of Weiss & Geller, told staff members attending the agency's new creative workshop sessions in Chicago.

"You can't create a provocative advertising campaign about television sets until you know the underlying reasons why people look at television," he asserted, referring to the need for knowledge abstracted from the social sciences field. He stressed that creative personnel must achieve an understanding of consumers' basic attitudes toward products advertised.

Weiss & Geller has been conducting a series of workshop sessions aimed at furthering the application of social sciences to the advertising field. More than 90 staff members attended the opening sessions the past fortnight, it was announced Thursday.

Rhodes Pharmacal Buys

RHODES Pharmacal Co., Cleveland (Imdrin), has purchased three participations weekly on WCCO Minneapolis' *Rolf Hertsgaard News* 5:15-30 p.m. for 26 weeks from Nov. 16. The firm also started co-sponsorship of *Carroll Allcott's World Today* on 23 CPRN stations, Mon.-Wed.-Fri., 5:30-45 p.m. PST for 52 weeks from Nov. 2, and a 6-6:10 p.m. newscast on KNX Hollywood for 52 weeks from Nov. 10. Agency: Olian & Bronner, Chicago.

Ad Role in PR Reviewed

ROLE of the advertising agency in public relations was discussed last Tuesday at a clinic sponsored jointly by the Chicago Federated Advertising Club and the Women's Advertising Club of Chicago. Agency and public relations spokesmen appeared.

Advertising's views were canvassed by Alton D. Farber, assistant director of public relations, J. Walter Thompson Co., and Walter C. Power, vice president of MacFarland, Aveyard & Co.

A RADIO-TV campaign for General Foods Corp. (Yuban coffee) in the San Francisco area has been launched by (l to r) Esty Stowell, vice president, Benton & Bowles Inc., New York, agency servicing the account; Cliff Engle, KFRC San Francisco personality, and Donald B. Waterous, agency account executive. San Francisco stations are being used for the fall campaign.

ONE of the largest department store radio schedules in Baltimore was signed last week on WITH Baltimore by the May Co., which is taking 3,000 spots for 52 weeks on that station. Completing the arrangement are (l to r) Marx Kaufman of Kaufman-Strouse, agency for May Co.; R. C. Embry, WITH vice president, and Sam Strouse of the Baltimore agency.

NEW BUSINESS

Andrew Jergens Co., Cincinnati, will sponsor Mon., Wed. and Fri. portion of *Bride and Groom,* NBC-TV, Mon.-Fri., 12 noon-12:15 p.m. EST, starting Dec. 2. Agency: Robert W. Orr & Assoc., N.Y. Program will premiere on NBC-TV on Nov. 30.

Lifetime Batteries will sponsor fourth annual Pan American Road Race in Mexico over CBS Radio from Nov. 19-22 at 10:35-10:50 p.m. EST, and on Nov. 23 at 10:35-11 p.m. EST. Agency: W. H. Hunt & Assoc., L.A.

Chevrolet Dealers Assn., Salt Lake City, begins sponsorship of *The Cheverolet Newscast* on full Intermountain Network, 16 times weekly, on 31 stations. Agency: Campbell-Ewald, L.A.

RENEWALS

Standard Oil Co. of Calif., S. F., renews *Standard Hour* for 25th consecutive year on 26 stations of NBC Radio Western Network, for 26 weeks from Nov. 8. Agency is BBDO, same city.

C. A. Swanson & Sons of Omaha (frozen, canned foods) renews alternate week sponsorship of *The Name's the Same* on ABC-TV for 52 weeks starting Dec. 8. Agency is Tatham-Laird Inc., Chicago.

Sunbeam Corp., Chicago, renews *Ethel and Albert* on NBC-TV (Sat. 7:30-8 p.m. EST) for 18 weeks, starting Jan. 2. Agency: Perrin-Paus Co., Chicago.

SPOT

Mission Pak Co., L.A. (Christmas fruit packagers), started annual saturation spot announcement campaign on 13 tv and 21 radio stations in California, for approximately 7 weeks from Nov. 9. Agency is Factor-Breyer Inc., same city.

AGENCY APPOINTMENTS

Owens-Corning Fiberglass Corp., Toledo, Ohio, appoints McCann-Erickson to handle its advertising, effective Jan. 1. Media plans as yet undetermined.

Milkmaid Inc., subsidiary of Lorr Labs, Paterson, N.J., appoints Hicks & Greist, N.Y., to handle its advertising and sales promotion.

Bates Chevrolet Corp., N.Y., distributors Chevrolet cars and trucks, appoints R. O'Connell Co., N.Y., to handle its advertising.

Flotill Products Inc., Stockton, Calif. (Tilt Lewis' Tasti-Diet foods), appoints Erwin, Wasey & Co., L.A.

National Builders Inc., Des Moines (pre-fabricated garages), appoints Jere Bayard Adv., L.A. to handle tv advertising for national campaign.

Industrial Center of San Fernando Valley, L.A. (real estate development) appoints Vick Knight Inc., same city. **Vick Knight** is account executive.

Tuxedo Candy Co., L.A. (Safeway Stores subsidiary), appoints Foote, Cone & Belding, S.F.

Colonial Dames, Ltd., L.A. (cosmetics), appoints Glasser-Gailey Inc., same city. Tv will be used. **Grace Glasser** is account executive.

LeRoy D. Owen Co., L.A. (industrial real estate), appoints West-Marquis Inc., same city. **Roger Combs** is account executive.

Stewart Hall Inc. (stationery) appoints Bozell & Jacobs Inc., Kansas City. **Ed Segrist,** manager of newly-opened Kansas City office, is account executive.

Vernell's Fine Candies Inc., Seattle, Vernell's Butter Mints, appoints Ruthrauff & Ryan, Seattle, to handle all advertising, effective Jan. 1. The product is distributed nationally.

Ronson Art Metal Works (Canada) Ltd., Toronto, appoints McConnell, Eastman & Co. Ltd., Toronto, effective Jan. 1, to handle advertising.

American President Lines Ltd., S.F. (steamship transportation), appoints Kenyon & Eckhardt Inc., same city, effective Jan. 1.

AGENCY SHORTS

Wank & Wank and **Alport & O'Rourke,** San Francisco, will merge Dec. 1 becoming **Wank, Alport & O'Rourke,** with offices at 425 Bush St. **Melvin E. Wank** and **John O'Rourke** head agency, with **Mary Musil,** office manager; **Jan Krug,** production manager, and **Jack R. Waln,** director of publicity.

'Name This Market'

KSBW-TV Salinas and KMBY-TV Monterey, Calif., share-time stations on vhf ch. 8, are sponsoring a "Name This Market" contest with $2,000 in prizes to be awarded radio-tv people in advertising agencies and advertising personnel of any company which uses radio or tv.

What the stations would like a name for is the market which they cover and which encompasses these seven cities: Salinas, Alisal, Monterey, Watsonville, Carmel-by-the-Sea, Pacific Grove and Santa Cruz. "Add these seven towns together," say the stations, "and you have one of the best metropolitan regions in California."

The stations, represented by George P. Hollingbery Co., claim for this area a population of more than a quarter-million, retail sales of $269 million and "spendable" income of $356 million.

Prizes are: First, $1,000 or a two-week all-expense trip to California; second, $500; third, $250; fourth, $100, and fifth, sixth and seventh, $50 each. The contest closes Dec. 31 and prizes will be awarded in January "in time to pay your Christmas bills."

FIRST TECHNICOLOR TV FILM UNDERWAY

Initial production, beginning today, will be for a 'Death Valley Days' story. Technicolor Motion Picture Corp. announces expansion into television field.

FILMING of what was said to be the first program to be shot in technicolor for television is slated to get underway today (Monday) when production is started on "The Big Team Rolls" for Pacific Coast Borax Co.'s *Death Valley Days* series.

The announcement was made as Dr. Herbert T. Kalmus, president-general manager of Technicolor Motion Picture Corp., Hollywood, revealed his firm is expanding activity to include video and has signed several commitments.

The filming will be handled to permit production of black-and-white prints for current use and color prints when color telecasting comes into being. "The Big Team Rolls" will be released in black-and-white form in January, according to Dorothy B. McCann, supervising producer for the series.

Scenic and dramatic tests and one commercial already have been made in technicolor for Pacific Coast Borax. Additionally, it was pointed out, Technicolor previously had conducted numerous tv tests of its own and also has contracted with Screen Gems Inc. to film and process 100,000 feet of technicolor three-strip negative, currently being shot, for use in tv commercials by American Tobacco Co.

"The Big Team Rolls" is one of four films shortly going into production for *Death Valley Days*, bringing that series' total to 30 films. They are written by Ruth C. Woodman and filmed for Pacific Coast Borax by Flying A Productions under the supervision of McCann-Erickson.

Army Borrows Film

ABC-TV has reported that at the request of Maj. Clark Thornton, of the Radio-Tv Branch of War Information, Dept. of Defense, it will make available a film of "P.O.W.," first drama shown on the *United States Steel Hour* on ABC-TV, for showing to armed forces personnel currently handling problems relating to GIs repatriated from Korea. Meanwhile, the network continued, "unparalleled demand" from viewers in the Detroit area, where an equipment failure blacked out "P.O.W." approximately half-way through its showing on Oct. 27, led to a re-showing over ABC-owned WXYZ-TV.

NBC Film's 'Inner Sanctum' Already Sold in 17 Markets

SALE of *Inner Sanctum* tv film series in 17 markets in less than the two weeks it has been available was announced last week by John B. Cron, national sales manager of NBC Film Division. Latest sales on *Inner Sanctum*, according to Mr. Cron, have been to Purity Biscuit Co. for Salt Lake City, Boise, Reno, Phoenix and Tucson and to WKTV (TV) Utica, KCBD-TV Lubbock, WSW-TV Elkhart and WSIL-TV Harrisburg, Ill.

Sales of other division properties were said to have raised total markets on *Badge 714* (formerly *Dragnet*) to 107; *Victory at Sea*, 72; *Dangerous Assignment*, 139, and *Douglas Fairbanks Presents*, 108.

Mr. Cron also announced that two special reels of holiday stock film covering Thanksgiving and Christmas have been prepared by the division and are available to tv stations. Each reel is said to be about 10 minutes long.

Guild Film Sales Hit $250,000 in One Day

COMPLETION by Guild Films Co., New York, of 25 sales in a single day on Nov. 6, representing more than $250,000 in total billings, was announced last week by Reub Kaufman, president.

Highlight was sale of the *Life With Elizabeth* series in 15 markets: CPEL-TV London, Ont., under sponsorship of Philco Corp., starting Dec. 1; Milwaukee, Madison and Green Bay, Wis., with Blatz Brewing Co.; Toledo, Columbus, Dayton, South Bend, Indianapolis, Grand Rapids, Louisville, Kalamazoo and Bloomington, Ind., with Ohio Oil; Philadelphia, with Piel's Beer, and Nashville, to WSM-TV that city.

The *Liberace Show* was sold to the Northern Commercial Co. for telecast in Fairbanks and Anchorage, Alaska; Birmingham, Montgomery, Knoxville and Chattanooga for Bell-Mead Biscuit Co.; Atlanta, for co-sponsorship by Maybelline Corp. and Eureka, Calif., for Art Fudem Tv Set and Record Dealer.

Other Nov. 6 sales were of the Guild Sports Library and Guild's Feature Films to WSM-TV.

'Beany' Profits Suit Filed

CLAIMING a contractual right to nearly one-third of the profits from *Time for Beany*, syndicated tv film series, attorneys Adolph H. Levy, Maurice Levy Jr. and Victor L. Mindlin have filed suit in Los Angeles Superior Court against Robert E. Clampett, creator-producer of the puppet program, to collect a balance of money allegedly owed them.

Suit is based on the attorneys' claim they were paid only $52,779.16 for the period between April 1, 1951, and June 30, 1953, when their share should have totaled $62,150.70.

Interest in the program, syndicated by Consolidated Television Sales, was given them in return for services, according to the plaintiffs.

Tv Firms Expected to Buck L.A. Plan to Ban Street Shots

LOS ANGELES tv companies are expected to fight that city's proposed ordinance requiring tv stations and production companies to obtain police department permits to shoot commercials or live telecasts from city streets.

Already underway is a counter proposal for city council and police consideration to be developed by the Television Broadcasters of Southern California. The latter group represents local tv stations. The Radio-Tv News Club of Southern California blasted the proposed local law as a "police censorship threat" and said it would fight "any infringement which would keep the news from being reported."

The proposed ordinance is based on assumption that it will cut down unnecessary traffic congestion. The tv companies contend that such an ordinance will interfere with spot coverage of major news events. Motion picture filming on public streets is already under police regulation.

$60,000 'Privacy' Suit

SUIT asking $60,000 damages for invasion of privacy has been filed in Los Angeles Superior Court against Four Star Productions and producer Don Sharpe by fight manager Mike Dundee, who charges a recent tv film, "The Knockout," telecast on CBS-TV *Four Star Playhouse* and sponsored by Singer Sewing Machine Co., portrayed the leading character as a fight manager named "Mike Dundee."

FILMED *Amos 'n' Andy* series on CBS-TV is negotiated by KOOL-TV and KOY-TV Phoenix with Builders Supply Corp. Contract with the share-time station on vhf ch. 10 is for one year. Standing are (l to r) Miles Reed, KOOL-TV account executive; Charles Garland, KOOL-TV manager, and John Hogg, KOY-TV commercial manager. Seated are Roger Smith, vice president of BSC; Fran Smith, BSC advertising manager, and BSC President Paul Thomas.

CTS to Disband?

PLANS to disband Consolidated Television Sales, Hollywood, and turn its television film products over to a New York firm for distribution were reported last Tuesday after Peter M. Robeck, general manager, resigned over a reported disagreement on policy with Norman Chandler, board chairman, and other officers of the distribution company. Dwight Whiting, western sales manager, is in charge until a final decision is made, the report said.

FILM SALES

STATIONS in a total of 72 markets are now telecasting *Your All-Star Theatre,* **John H. Mitchell,** vice president in charge of sales for **Screen Gems,** tv subsidiary of Columbia Pictures, reported last week. Ford Motor Co. is the original sponsor of the series under the title of *The Ford Theatre* in 61 markets over NBC-TV. Mr. Mitchell said that new sponsors for *Your All-Star Theatre* have been set in recent weeks in Baltimore, Amarillo, Bakersfield, Boston, Fresno, Honolulu, San Juan and Wheeling, W. Va., among others.

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Commonwealth Film & Television Inc., New York, reports sales of major film packages to WTTG (TV) Washington, WXEL (TV) Cleveland and WIFE-TV Dayton. Packages include cartoons, serials, and shorts plus features and westerns. President **Mort Sackett** said other negotiations covering hundreds of films are in the closing stages.

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SALE to **WRBL-TV** Columbus, Ga., of eight **CBS-TV Film Sales** properties was announced last week by **Wilbur S. Edwards,** general sales manager of the unit. The order covers *Gene Autry, The Range Rider, Gloria Swanson Show, Files of Jeffrey Jones, Hollywood on the Line, Art Linkletter and the Kids, Cases of Eddie Drake,* and *Strange Adventure.*

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Association Films, N. Y., is offering free loan to television stations 25-minute film, "The Big Vacation," which portrays the state of California. It was produced for **American Airlines.**

PRODUCTION

Screen Gems Inc., Hollywood, starts filming "Marriageable Male" for NBC-TV *Ford Theatre,* with **Ida Lupino** and **Jack Lemmon,** on Nov. 19. **Irving Starr** produces from **Karen DeWolf** script.

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Telemount-Mutual Productions Inc., Hollywood, has started filming 13 half-hour *Cowboy G-Man* segments on location and at Jerry Fairbanks studios, that city, with **Henry Donovan** producing and **Thor Brooks** directing. **United Artists Television,** Hollywood, tv distribution subsidiary of motion picture firm, has completed arrangements with various manufacturers for both giveaway and part-pay premium programs in connection with series. Facsimiles of stars **Russell Hayden** and **Jack Coogan** will appear on 18 premium items.

MAB: NETWORK TV NOT 'SPECTACULAR'

Gross time sales of tv networks for the first half of 1953, up 18%, are not as "spectacular" as the 60% rise the previous year, says Magazine Advertising Bureau.

IN THE FIRST half of 1953 as compared to the same period last year, about the same number of advertisers (172 to 171) spent more money (18% more) for slightly fewer hours (3% fewer) on larger tv networks, according to the latest in a series of bulletins on tv advertising issued by Magazine Advertising Bureau.

Using data collected by Publishers Information Bureau (whose reports on gross network time sales are summarized monthly in B•T), MAB reported that for the first six months of this year gross time sales of the four tv networks totaled $104.5 million, up $15.9 million or 18% over the first half of 1952. (Not as "spectacular" as the 60% rise from the first half of 1951 to that period of 1952, MAB noted.)

However, MAB pointed out, only 2,726 tv network hours were sponsored during the first half of 1953, with 2,803 sponsored in the like period of 1952, a drop of 3%, which is attributed to "rapidly increasing network rates and the advertiser's adding of new markets to his station line-up." Using NBC-TV as an example, MAB said that its basic network has risen from 47 stations costing $25,440 for an evening half-hour as of July 1, 1952, to 50 stations costing $28,680 a year later. Meanwhile, the total of all NBC-TV affiliates has risen from 66 to 92 stations, their half-hour evening cost from $31,140 to $37,722.

'About Doubled, in Fact'

When program costs as well as time charges are considered, MAB calculated, the average advertiser using an evening half-hour each week on NBC-TV would have a total yearly cost of $1,880,500, compared to about $1,100,000 two years ago. "However," MAB generously admitted, "the television audience has increased tremendously in the last two years, of course—it has just about doubled, in fact." (In other words, while time-and-program costs were going up 70%, the cost-per-viewing family has gone down 15%.)

"But, regardless of that consideration, more and more advertisers are finding that they cannot afford the sum of nearly $2 million for one tv program, regardless of its effectiveness," MAB stated. "And so, television 'casualties' continue high." Of the 171 national advertisers using network television in the first half of 1952, 50 had dropped out by the first half of 1953, MAB stated. "However, 51 companies initiated network television programs in the first half of 1953, so the total number of network users remained about the same," 172 this year to 171 last.

MAB noted that the early trend of tv advertising expenditures representing additional appropriations and not being taken from other media is continuing. Comparing the first half of 1953 with that of 1952, MAB reported, magazines' advertising revenue was up 13.5%, network radio's down 1.8% and Sunday supplements' up 42.7% (six-month figures for newspapers not being available), or a gain of 10.3% for the three media in the face of a 30.8% gain for network television.

CBS-TV Backs Nielsen Research on Tv Homes

CBS Television Network is sponsoring the nationwide survey of tv set ownership now being conducted by A. C. Nielsen Co. and will publish the results, broken down by individual counties and county-clusters, shortly after Jan. 1, 1954, Oscar Katz, CBS Television research director, announced last week.

First national count of tv homes since that made in the spring of 1952, the present survey, which will go into every one of the country's 3,000 counties, was described as the largest in the history of television. The technique involves questionnaires from a panel of 100,000 homes, using a probability sample set up originally by personal interview.

'Lucy,' 'Godfrey & Friends' Dominate Videodex Ratings

CBS-TV's *I Love Lucy* and *Godfrey & Friends* placed in first and second place, respectively, in Videodex's measurement of the top 10 network television programs in both percentage and number of tv homes reached during the Oct. 1-7 period. Complete listing follows:

	NAME OF PROGRAM	# OF CITIES	% TV HOMES
1	I Love Lucy (CBS)	70	55.8
2	Godfrey & Friends (CBS)	74	46.2
3	Talent Scouts (CBS)	53	46.1
4	Dragnet (NBC)	74	42.1
5	Comedy Hour (NBC)	65	40.9
6	Groucho Marx (NBC)	86	40.0
7	Red Buttons (CBS)	76	39.8
8	Jackie Gleason (CBS)	64	38.1
9	Milton Berle (NBC)	68	32.7
10	What's My Line (CBS)	39	30.6

	NAME OF PROGRAM	# OF CITIES	# TV HOMES (000)
1	I Love Lucy (CBS)	70	12,9[illegible]
2	Godfrey & Friends (CBS)	74	11,1[illegible]
3	Dragnet (NBC)	74	10,7[illegible]
4	Groucho Marx (NBC)	86	10,4[illegible]
5	Comedy Hour (NBC)	65	10,2[illegible]
6	Talent Scouts (CBS)	53	10,1[illegible]
7	Red Buttons (CBS)	76	9,5[illegible]
8	Jackie Gleason (CBS)	64	8,2[illegible]
9	Milton Berle (NBC)	68	8,1[illegible]
10	Fireside Theatre (NBC)	63	7,5[illegible]

SPECIAL PROGRAM	CITIES	%	HOMES (000)
World Series (Sunday)	76	44.1	11,7[illegible]
World Series (Saturday)	78	42.5	11,3[illegible]

Sept. Radio Set Sales Up

RADIO retail set sales during September (auto sets excluded) totaled 650,898 units, a sharp increase over the 491,431 sold in August according to Radio-Electronics-Tv Mfrs. Assn. In September 1952, 892,761 radios were sold through retail outlets. Sales of tv sets retailed in September totaled 753,953 units compared to 430,101 in August and 875,290 in September 1952.

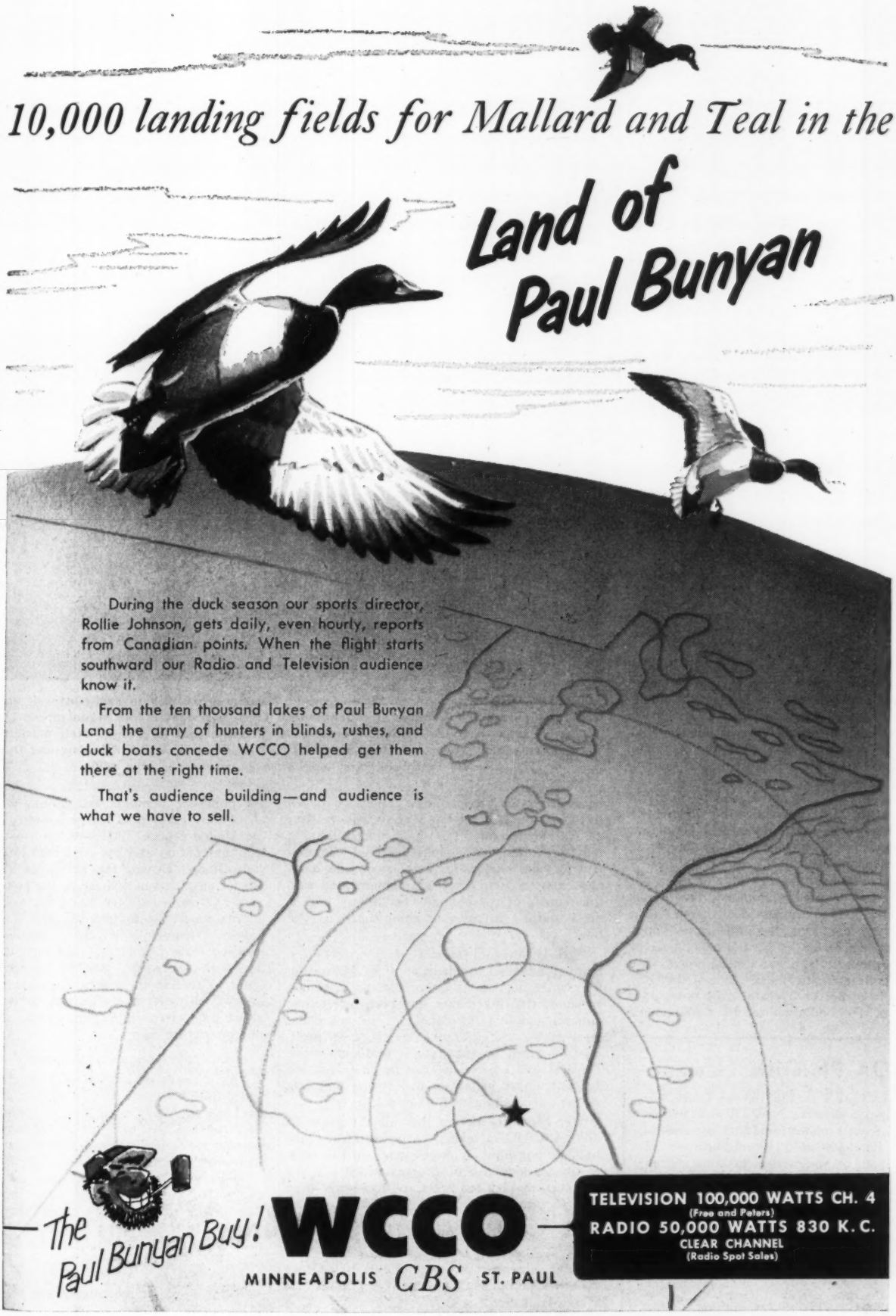
Nine-month retail sales totaled 4,526,18[illegible] radios compared to 4,296,982 for the same 1952 period. Tv sales in the nine-month period of 1953 totaled 4,300,360 sets compared to 3,444,674 a year ago.

RCA Subscribes to ARF

RCA has joined the Advertising Research Foundation, Edgar Kobak, ARF president, announced last week. Other new ARF subscribers include: Chilton Co., business paper publisher, two Putman publications, *Chemical Processing* and *Food Processing;* Robert M. Gamble Inc., advertising; Conklin Mann & Son.

10,000 landing fields for Mallard and Teal in the

Land of Paul Bunyan



During the duck season our sports director, Rollie Johnson, gets daily, even hourly, reports from Canadian points. When the flight starts southward our Radio and Television audience know it.

From the ten thousand lakes of Paul Bunyan Land the army of hunters in blinds, rushes, and duck boats concede WCCO helped get them there at the right time.

That's audience building—and audience is what we have to sell.

The Paul Bunyan Buy! **WCCO**

MINNEAPOLIS *CBS* ST. PAUL

TELEVISION 100,000 WATTS CH. 4
(Free and Peters)
RADIO 50,000 WATTS 830 K.C.
CLEAR CHANNEL
(Radio Spot Sales)

SONGWRITERS' SUIT SEEKS END TO NARTB, $150 MILLION

Splinter group of ASCAP members charges the industry has banded together in a conspiracy to keep all but BMI music off the air. Broadcasters' reaction is more amused than dismayed.

DISSOLUTION of NARTB, divorcement of BMI from its broadcasting industry ownership and damages of $150 million are asked by a group of 33 writers of popular songs, all ASCAP members, banded together under the name of Songwriters of America, in a suit filed Monday in the Federal District Court in New York. Answers are called for within 20 days of service, meaning by Nov. 30 in most cases.

Reversing of the traditional situation in which the broadcasters combined forces to protect themselves against the monopolistic power of ASCAP, which even today licenses the vast majority of music on the air, SOA's charges that the broadcasters have entered into a conspiracy to keep all but BMI music not only off the air but from being recorded, as well, were met by the industry with an immediate reaction that was more amused than dismayed.

SOA's complaint, filed by John Schulman of Hays, St. John, Abramson & Schulman, states that the plaintiffs "fairly and adequately represent the members of a class consisting of approximately 3,000 professional authors and composers of music who have suffered and will continue to suffer loss and damage" because of the allegedly illegal actions of the defendants.

'$5 Million Per Year'

"Among other things," the complaint charges, the defendants "have depressed the price of performance fees and have deprived the plaintiffs and other writers similarly situated of income therefrom at the rate of not less than $5 million per year." As a result, the complaint states that "plaintiffs and other writers similarly situated have been damaged in the sum of $50 million and pursuant to Section 7 of the Sherman Act and Section 4 of the Clayton Act are entitled to recover a total of $150 million with interest thereon, together with their costs and reasonable attorney's fees."

The plaintiffs ask the court to issue "a preliminary and permanent injunction" to restrain the defendants and their associates from "maintaining and operating the BMI music pool" and from acting as "officers, directors, agents or employes" of BMI; to restrain them from giving preference to music control by BMI or by any owner or operator of a radio or tv station or a phonograph record manufacturer.

They also ask for a "permanent mandatory injunction" directing the defendants and NARTB and its officers, agents, employes and members to divest themselves of all interests in BMI, and directing that NARTB be dissolved. Finally, they ask for the $150 million damages, plus costs.

Industry attorneys questioned by B•T pointed out that in an action of this type damages can be awarded only to plaintiffs named as parties to the action and not to "others similarly situated." Furthermore, they said, each claimant must prove that he has been personally injured and to what extent, so that appropriate damages may be set. They also commented that the request of the plaintiffs for a jury trial is most unusual in cases as complicated as this one.

Carl Haverlin, president of BMI, was the first defendant to comment publicly on the suit. The other defendants either had no comment or stated that the matter had been referred to counsel and that the details of the complaint were under study. Frank Stanton, CBS president, summed up the general sentiment when he said: "We are certain that the complaint has no basis either in fact or in law and that subsequent proceedings will so establish."

Mr. Haverlin, noting that all the plaintiffs are ASCAP members, asserted that "the baseless conspiracy charges made in the complaint are a rehash of charges which ASCAP has been making for years and has never been able to substantiate. ASCAP most recently set forth these charges in a 100-page affidavit filed in the same court in which this new action is brought. On Oct. 13, the motion which that affidavit supported was withdrawn in the face of vigorous opposition to the motion by the Dept. of Justice."

His reference is to a motion made by ASCAP in answer to the petition of a group of tv stations to have the court set fair and reasonable rates for the use of music on television. ASCAP asked that it be relieved of the necessity to offer per program licenses to any station with a license of any kind, either per program or blanket, from BMI. ASCAP also requested the right to levy fees for adjacencies, that is for programs and announcements not using ASCAP music themselves but adjacent to programs in which ASCAP music is used. Granting these requests would have required amending the government consent decree. After both the Dept. of Justice and the tv broadcasters had registered opposition to this action [B•T, Sept. 28] the motion was withdrawn [B•T, Oct. 26].

Commenting on charges that the broadcasters were using BMI to cut down on their use of non-BMI music, thereby reducing their payments to songwriters, Mr. Haverlin said: "When BMI came into existence in 1940, a mere handful of ASCAP's 1,100 writer and

EXPLAINING details of the Songwriters of America $150 million anti-trust suit against major broadcasting companies is John Jacob Loeb, president of the organization. He is one of 33 plaintiffs alleging the creation of a music pool to prevent their music being recorded and played on the air. Seated (l to r) are writers Arthur Schwartz and Dorothy Fields; John Schulman, legal counsel, and writer Joan Whitney.

140 publisher members were getting practically all of the money paid for performing rights in the United States. BMI was formed to establish competition and has continued to maintain competition. During the period of BMI's existence payments to ASCAP by the broadcasting and television industry have increased from approximately $4 million to over $13 million a year. Meanwhile, payments from other industries have remained relatively stable or declined. Moreover, ASCAP members continue to receive the overwhelming preponderance of all radio and television performances, phonograph recordings, sheet music sales and motion picture uses.

'No Longer a Monopoly'

"As a result of the competition created by BMI, music writing is no longer a monopoly of Tin Pan Alley. Now writers from all over the United States have an opportunity to win popular favor and to receive their share of the increased payments."

Those words directly contradict not only the charges of the complaint but also those made Monday noon at a news conference held by SOA in New York, with about 20 of the 33 plaintiffs present, although all the talking was done by John Jacob Loeb, SOA president, and Arthur Schwartz. A number of other plaintiffs attended a similar meeting on the West Coast, it was stated.

Mr. Loeb asserted that because of the restrictions of the broadcasters and their affiliated recording companies the works of non-BM

SOA Plaintiffs Named

PLAINTIFFS in the federal court suit seeking to dissolve NARTB and divorce BMI from broadcast industry ownership, plus damages of $150 million, are 33 members of Songwriters of America, all writer members of ASCAP, as follows:

John Jacob Loeb, SOA president, Arthur Schwartz, Ira Gershwin, Dorothy Fields, Virgil Thompson, Douglas Stuart Moore, Gian Carlo Menotti, Samuel Barber, Randall Thompson, Milton Ager, Walter Bishop, Paul Cunningham, Mack David, Milton Drake, James Kimball Gannon, L. Wolfe Gilbert, George Graff, Alex Charles Kramer, Jack Lawrence, Alan Jay Lerner, Edgar Leslie, Jerry Livingston, George W. Meyer, Joseph Meyer, Vic Mizzy, Charles Tobias, Leonard Whitcup, Joan Whitney, Donald MacRoe Wilhoite Jr., Jack Yellen, Victor Young, Robert MacGimsey, William Grant Still.

"Big Mo" is in the Heart of St. Louis

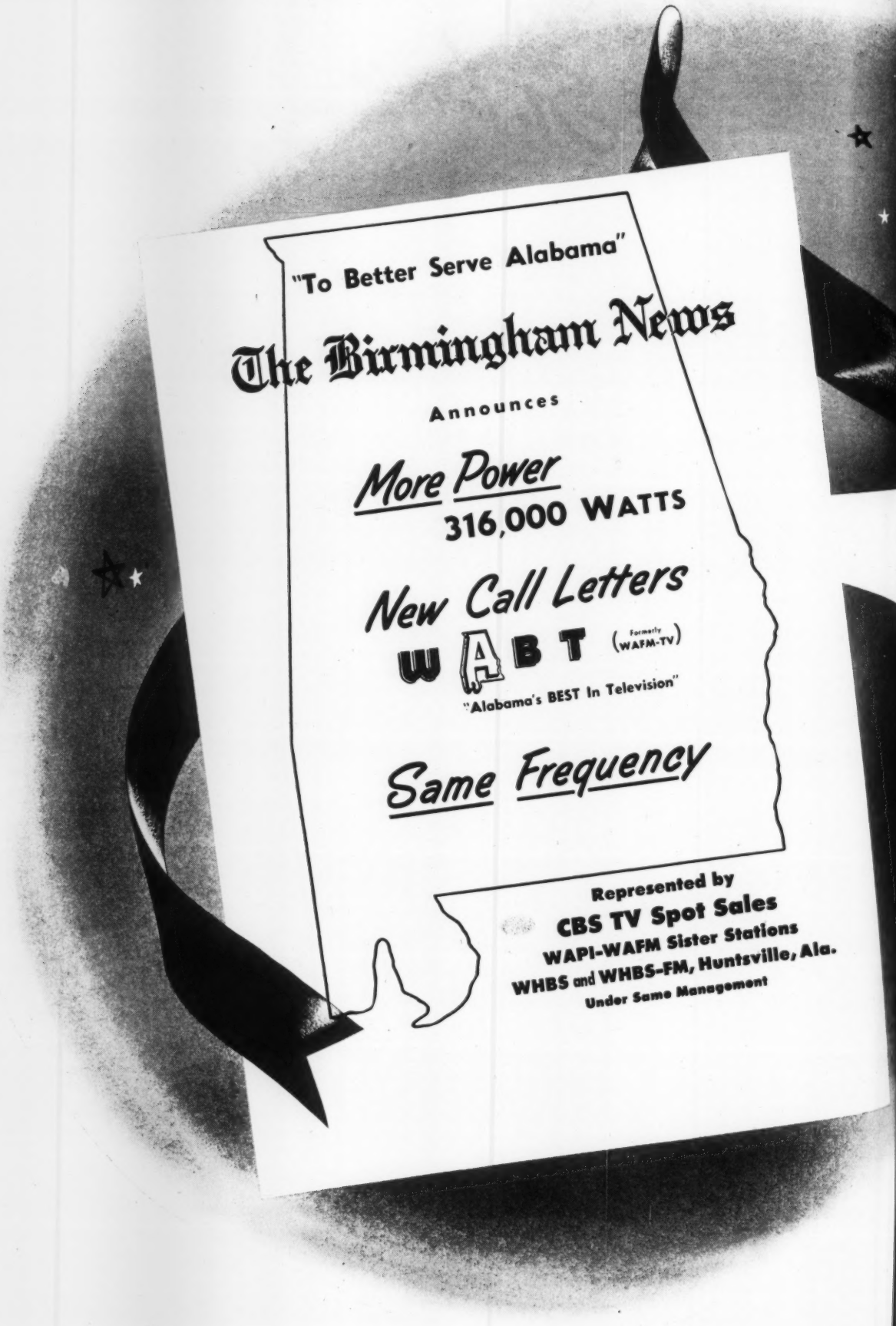
Yes, "Big Mo" is in the Heart of St. Louis. Not only are the studios, tower and transmitter centrally located—just off Forest Park—but every day KSTM-TV's fine network and local programs reach deeper and deeper into the Heart of the St. Louis television audience.•

"Big Mo" helped to bring multiple-programming to the area—offered the individual viewer a choice of programs. Little wonder Mr. and Mrs. St. Louis just love that "Big Mo" and, you can get close to the St. Louis heart—and pocketbook—with your product if you come aboard "Big Mo" today. Wire, phone or write for choice availabilities.

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

CHANNEL 36 **SAINT LOUIS**


"To Better Serve Alabama"
The Birmingham News
Announces
More Power
316,000 WATTS
New Call Letters
WABT
(Formerly WAFM-TV)
"Alabama's BEST In Television"
Same Frequency
Represented by
CBS TV Spot Sales
WAPI-WAFM Sister Stations
WHBS and WHBS-FM, Huntsville, Ala.
Under Same Management

STANDARD SE ELECTRONICS

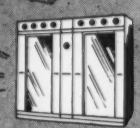
FIRST with HIGH POWER

"To Better Serve Alabama"

. . . so WABT simply states its pacesetting achievement: *First* TV station in the entire world ON THE AIR with 316 KW ERP using 40 KW transmitting equipment designed and manufactured by Standard Electronics Corp. If YOU are planning to provide HIGH POWER—Standard Electronics can help get you ON THE AIR FAST . . . with equipment deliveries from 500 watts to 50 KW *on or before* the date stipulated.

We can make this kind of promise because our record is one of maximum co-operation with the broadcaster . . . with individual service in planning S. E. units for your new station or to complement your existing equipment . . . with efficient equipment performance . . . and quick installations completed as scheduled.

That's why YOU can depend on Standard Electronics to deliver tomorrow's product TODAY.



cabinetry by DREYFUSS

standard electronics corporation

A SUBSIDIARY OF CLAUDE NEON, INCORPORATED

newark 5, new jersey

devoted exclusively to the engineering, manufacturing, and servicing of equipment for the broadcast and television industry

writers are seldom heard on the air or recorded any more. This is extremely important, he said, not merely for the royalty fees from the broadcast performances, but because "radio today has become the dominant influence in the exploitation of music," from which all other sales stem. He also said that records are important because "records played on the air is the best way to get a song popularized."

Claims that the SOA plaintiffs (see complete list on page 34) are acting on behalf of 3,000 other songwriters were promptly denied by Mr. Haverlin. "Obviously," he said, "this action is not being brought on behalf of all of the songwriters of the United States or of 3,000, as the complaint pretends. On the contrary, thousands of writers have received their first and only opportunity to win popular favor through the instrumentality of BMI. We are convinced that the plaintiffs in this action are being used by the very people who still yearn for the old days of monopoly. The action will be vigorously opposed and we have no doubt that BMI's position will be completely sustained."

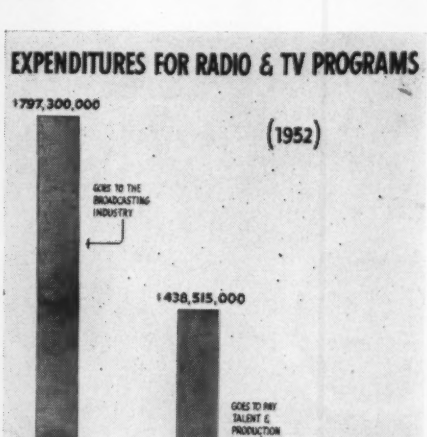
Defendants, in addition to BMI and NARTB, include some of broadcasting's blue chip organizations and their top executives (for complete list see story below).

Fact that Songwriters of America filed their anti-trust action against the Broadcasters at this time, less than two months before the expiration of ASCAP's present blanket license agreements for tv stations, was taken by some industry executives as an indication that this action was inspired by ASCAP as a means of encouraging their tv licensees to accept the offer to renew these agreements for another four years at the same rate.

Tv Networks Balk

Executives of the three tv networks which have taken these blanket licenses from ASCAP —ABC, CBS, NBC—have insisted that they will not sign new agreements without substantial reductions in the present rate of approximately 3% of gross income, or 10% above the radio rate. ASCAP negotiators have refused to make any reductions and meetings to date have produced no progress [B•T, Nov. 9].

All-industry local tv music license committee, headed by Dwight W. Marting, General Teleradio, was authorized by last spring's NARTB convention to negotiate terms for both blanket and per program licenses with ASCAP for all tv broadcasters except the networks and their o&o stations. The group has not yet met with ASCAP but when it does the committee



PLAINTIFF exhibit gives its breakdown of program expenditures.

is expected to follow the example of the networks in requesting substantial reductions from the present blanket license fee formula of radio-plus-10%, or about 2.5% of gross income for stations. No tv broadcasters—either networks or stations—have accepted the per program licenses offered by ASCAP, said to call for payments approximately double those for radio.

It was after negotiations for per program license fees acceptable to the broadcasters had broken down that a group of some 50 tv stations went into the Federal District Court in New York, same court as the one in which the songwriters complaint was filed last week, asking that fair and reasonable fees be set for the use of ASCAP music in television. The original group has now grown to include more than 80 tv stations and it is considered not unlikely that the networks will join in this action before the end of the year, when the blanket licenses expire.

Other industry observers do not agree that the SOA suit is ASCAP-inspired, but consider the new organization, admittedly formed for the sole purpose of prosecuting the anti-trust action, a splinter group which is taking this means to avoid a reduction in revenue should the present fees paid by tv broadcasters to ASCAP be lowered either through negotiations or by court action. Officially, at least, the only connection between ASCAP and SOA is that the latter's members also are members of ASCAP.

SONGWRITERS LIST 43 DEFENDANTS

THE COMPLAINT of Songwriters of America lists 43 defendants—16 companies and 27 individuals—grouped as follows:

CBS Group: Columbia Broadcasting System and its wholly-owned subsidiaries, Columbia Records, Columbia Music Publishing Co., Master Records, Okeh Music Publishing Co.; William S. Paley, CBS board chairman; Frank Stanton, CBS president and a director of NARTB from 1944 to 1947; James B. Conkling, Columbia Records president; Adrian Murphy, president, CBS Radio; Herbert V. Akerberg, vice president, CBS Television, an NARTB director, 1951-53, and BMI director since 1947.

RCA Group: RCA-NBC; David Sarnoff, RCA and NBC board chairman and NBC president; Frank M. Folsom, RCA president and NBC board member; Niles Trammell, former NBC president, now consultant to NBC and a BMI director, 1939-1943; William S. Hedges, NBC vice president, past president and former director of NARTB, BMI director since 1943.

American Broadcasting-Paramount Theatres Group: ABC and Raymond Diaz, national program director of ABC Radio and a BMI director since 1952.

General Teleradio Group: General Teleradio; MBS; James E. Wallen, MBS secretary and treasurer and a BMI director since 1948.

Storer Group: Storer Broadcasting Co. and J. Harold Ryan, SBC vice president and treasurer, former NARTB president and director, former BMI president (1944-45) and a director of BMI since 1943.

NARTB Group: NARTB and its president, Harold E. Fellows, who was with CBS from 1937 to 1951.

BMI Group: BMI, BMI Canada, Associated Music Publishers and Allen Intercollegiate Music (subsidiary companies); Carl Haverlin, president of BMI since 1947 and a director since 1941; Justin Miller, board chairman and general counsel of NARTB, since 1948 board chairman of BMI; Sydney M. Kaye, since 1939 vice president and general counsel of BMI, since 1947 AMP board chairman; Merritt E. Tompkins, vice president and general manager of BMI, 1939-1947, identified in the complaint as secretary since then although he had previously retired from that position; Robert J. Burton, BMI vice president; Glenn Dolberg, BMI vice president; Roy Harlow, BMI vice president; Harry P. Somerville, BMI vice president; Charles A. Wall, BMI vice president and treasurer, and the following BMI directors: John Elmer, WCBM Baltimore; J. Herbert Hollister, KBOL Boulder, Colo.; Leonard Kapner, WCAE Pittsburgh; Paul W. Morency, WTIC Hartford; J. Leonard Reinsch, James M. Cox stations (WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, WIOD-AM-FM-Miami).

ITC Pay-As-You-See Tv To Hold Test Nov. 28

International Telemeter Corp. picks Paramount's $1.25 million comedy 'Forever Female' as its premiere film at Palm Springs, Calif. Service will be in addition to the company's closed circuit community tv operation there.

THE oft-postponed International Telemeter Corp. pay-as-you-see television service in Palm Springs, Calif., is scheduled to start Nov. 28 with a premier of Paramount's $1.25 million comedy film, "Forever Female," from the desert community's Plaza Theatre.

The film, to be shown for patrons paying the regular admission price, will be released simultaneously via closed circuit on ch. 6. Subscribers will see the show for an admission price per tv set. The fee is yet to be determined.

Some 75 tv sets of various manufacture have been equipped with the Telemeter coin box attachment for the experiment. The service will be in addition to ITC's nightly closed circuit community tv operation in Palm Springs.

Telemeter's coin box (4" by 4" by 8") can be attached to any set, according to Carl Leserman, excutive vice president. Its "brain" is a magnetic tape which flashes the amount of money needed for each tv show onto a "window" in the box and counts the coins as they are inserted until "paid." A broken connection or turnoff requires a new payment if the subscriber or viewer returns to the closed channel, but the tape automatically credits a refund.

On tuning to a Telemeter channel the subscriber sees only a blur, but hears a continuous taped voice announcing the forthcoming program, the cost to the viewer and when it will be repeated. The correct number of coins unscramble the picture and the voice cuts off.

About 450 Palm Springs' hotels, clubs and homes hooked up to the community antenna system receive programs from Los Angeles' vhf channels 2, 4 and 5 and deliver them to subscribers by coaxial cables. Installation of the community antenna system to each subscriber is $150 plus tax and a monthly $3 service charge. Installation of the Telemeter coin-box equipment is about $20.

UP Launches Facsimile; WHBF-TV First Client

UNITED PRESS launched its facsimile service last Wednesday with delivery of news pictures on a facsimile receiver to WHBF-TV Rock Island, Ill.

The receiver at WHBF-TV is connected with UP's nationwide telephoto network, described as a specially-engineered system of telephone lines leased on a 24-hour basis and extending from coast to coast and into Canada. UP said that WHBF-TV will be able to receive from any of them in any sequence of transmission without manual adjustment of the facsimile receiver.

Installation of the first UP receiver in the country at WHBF-TV was supervised by Jack Harenberg, UP engineer from Chicago and by W. J. Post and J. L. Fickinger of AT&T's engineering staff in New York.

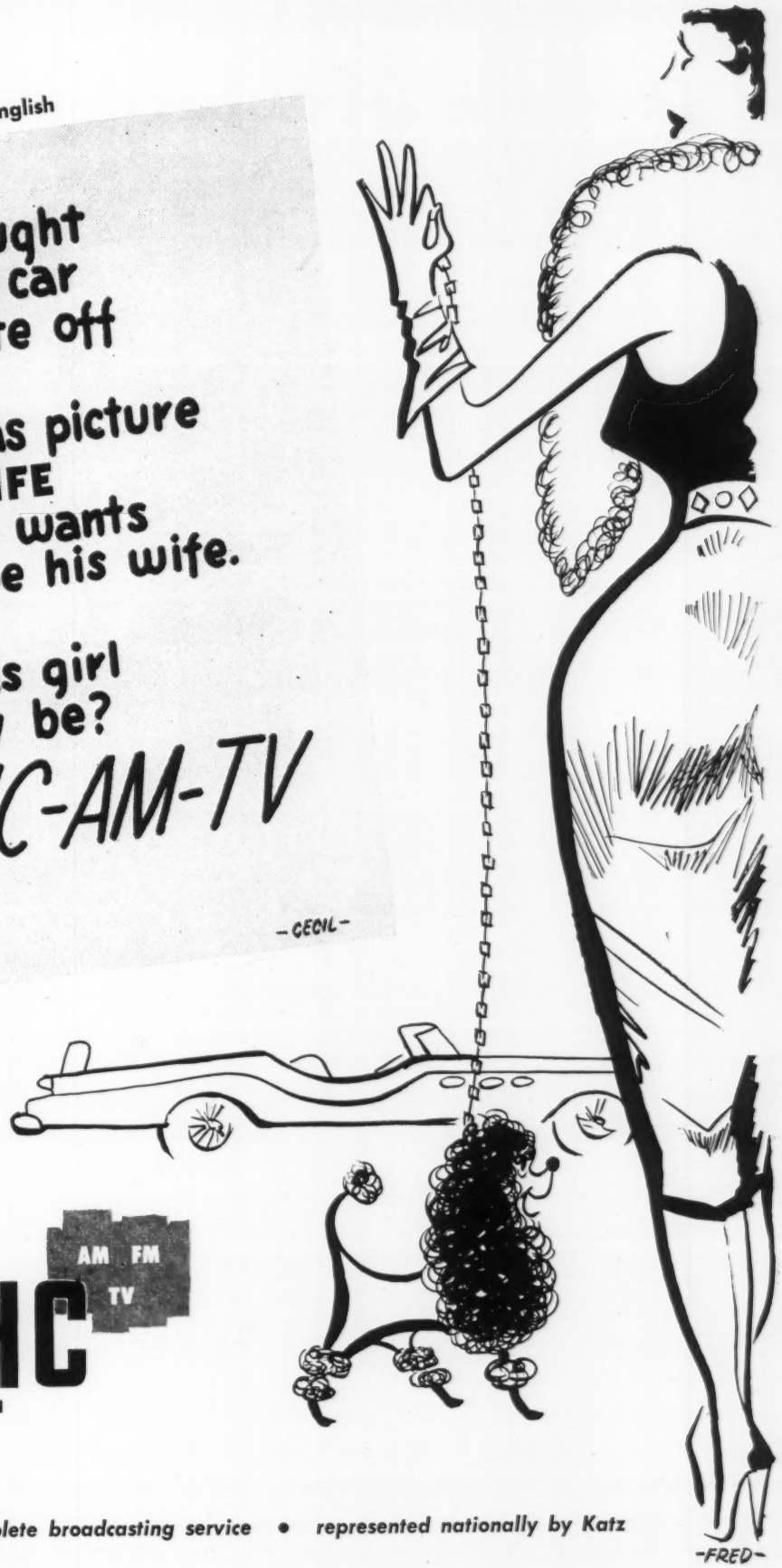
UP noted that the receiver is completely automatic and requires no attendant and that the pictures require no processing as do pictures delivered on wires by the usual photographic method.

*Gelausedup English

She has gebought
Ein newes car
Lives absolute off
Caviar
Twice yet das picture
Been in LIFE
Der sponsor wants
Should be his wife.

How can das girl
So lucky be?
Used NHC-AM-TV

-CECIL-



AM FM TV
WNHC
NEW HAVEN

New England's first complete broadcasting service • represented nationally by Katz

*In Plain English

WNHC-TV reaches more than 2,540,760 people in Connecticut and adjacent areas. 125 newspapers carry WNHC daily program listings.

Three steps cover New Haven on radio.
- saturation — write for details
- NBC affiliation
- complete merchandising service

SDX MEMBERS PLEDGE ALL-OUT FIGHT FOR EQUAL NEWS ACCESS FOR RADIO-TV

The national professional journalistic fraternity, meeting in St. Louis, throws its 23,000 membership into the battle to gain equal access to the news for the broadcast media. Recommendations condemn secrecy in government, authorize sponsorship of Freedom of Information clinics and urge national 'patrol' council representing media organizations.

SIGMA DELTA CHI, national professional journalistic fraternity with 23,000 membership, resolved last week at its annual convention in St. Louis to go all out in fighting the battles of radio and television for equality of access to the news, wherever it may break.

Adopted was the report of its Committee on Freedom of Information. It treated the broadcast media on equal footing with the press in the continuing campaign to break down barriers on news coverage. It recognized that radio and television are on the front line and that any governmental restraints which impinge upon their freedom are restraints against all news coverage.

Strong recommendations, condemning unnecessary secrecy at all levels of government, were approved. The committee was headed by V. M. Newton, *Tampa Tribune* (WFLA.). Radio member of the committee is Jim Bormann, WCCO Minneapolis, former president of the Radio & Television News Directors' Assn., who authored the broadcasting section of the report.

James C. Hagerty, news secretary to President Eisenhower, in addressing the convention Thursday night at a banquet given by the *Globe-Democrat,* took issue with that portion of the Freedom of Information Committee report recommending legislation to "outlaw secret meetings of public officials in all levels of American government." He said this bothered him because if secret meetings, particularly on "sensitive" subjects, were barred, "we might as well have the Russian newsgathering agency there to report direct to the Kremlin."

"I don't see how that one sentence can work in these times," he said.

Hagerty Relates

Mr. Hagerty, in a forthright address and a subsequent question-answer period, related hitherto untold stories about White House news operations. A recent decision approved by the President, he said, provides that newsmen shall accompany the President wherever he goes on a pool basis for each of the media. For example, under the Civil Defense plans, in event of enemy attack, the President and his staff will be accompanied to the White House shelter by a 10-man pool, including a well-known radio "voice," who could be "easily recognized" by the public, a representative of the tv networks, press association, news-reel and still photo men. The assignments are for three months, and the designated pool men are "on call" for any emergency. He stressed the importance of a radio broadcast or a "camera shot" to show the President is safe after an attack that he hoped will never come. In enumerating the problems implicit in handling White House news, Mr. Hagerty said it was important to remember that in addition to the newspapers, there are also radio and television as well as newsreels and magazines to be covered.

Mr. Hagerty waxed enthusiastic over the revised "security" order of a fortnight ago [B•T, Nov. 9] eliminating the right to classify at will by government agencies. He urged that it be given a try, and if it doesn't work, something else will be evolved. He warned, however, that there can't be a declassification of all uncovered documents promptly on the Dec. 15 effective date.

He defended the "third person" procedure of reporting White House news conferences, asserting that unrestricted use of direct quotes could on occasions have international repercussions.

Friday night the *St. Louis Post Dispatch* (KSD-AM-FM-TV) was host at a banquet featuring a panel of Washington correspondents. Taking part were Doris Fleeson, Marquis Childs, Thomas L. Stokes, Roscoe Drummond and Stewart Alsop, with Raymond P. Brandt as moderator.

The convention approved recommendations to authorize the fraternity to sponsor Freedom of Information clinics, alerting people to the dangers of governmental censorship and of subversive government and to urge the formation of a national council representing all recognized press and radio organizations to "patrol the governmental front" and to protest abridgment of the rights of the people.

Restrictions Decline

The radio and television section of the report noted that there had been a "notable decline in attempts to restrict these important media, so far as access to the news is concerned." This was in contrast to a year ago, when "the atmosphere was heavy with restrictions and threats of restrictions against the radio microphone and more particularly the television camera."

The important victories scored by tv during the 1952 political conventions and the ensuing campaign "paved the way for broader acceptance and freer access during 1953," the report said.

While applauding this development, the committee nevertheless called for "continued vigilance." It said the forces arrayed against full coverage by tv on an equality with other media include the American Bar Assn. This group has recommended legislation to bar radio and tv from courtrooms and legislative hearings, it said, and the New York State Legislature has approved such a restriction, with the personal endorsement of Gov. Dewey.

On equality of coverage, it was the committee's judgment that the exclusion of one medium of communication from coverage of trials or hearings "will not provide the basic remedy that is needed." Open hearings, it argued, should be public in their truest sense so that not only those who attend shall see and hear what takes place, but the general public should see and hear as well.

'Patently Unfair'

"It is patently unfair to allow the public only a reporter's version of what takes place in such hearings and in court trials, and to deny the public the fuller coverage provided by the microphones and the camera which projects the event itself beyond the confines of the hearing chamber or the courtroom," the report stated.

Holding that "all media share the responsibility of informing the people accurately and as fully as their facilities permit," the committee said it had been "equally as vigilant to resist arbitrary restrictions on radio and television coverage of the news as well as impediments against free access by the press."

The committee reported it had opposed, with the "full influence of the fraternity," several attempts to limit radio and tv news coverage in local areas such as in Florida and in Texas, and in both cases, remedial action was taken.

Asserting the most common argument is the accusation that the microphone and camera sometimes "convert an orderly trial, hearing or meeting into a carnival of confusion," the committee admitted there have been instances of this, but that they also occurred before the advent of the broadcast media. The answer is a voluntary code of decorum, which will apply equally to the press, radio, television, the bar and the bench. It recommended this procedure to official bodies "wherever declining decorum becomes a problem."

"The courtroom of the future and the legislative chamber," said the committee, "may well be designed to include a camera booth

TWENTY-THREE delegates to the National Assn. of Secretaries of State convention in Seattle were interviewed for tape recordings by members of the Washington State Assn. of Broadcasters. The broadcasters group sent the recordings back to the home states of the secretaries. This interview group includes (l to r) Carl Downing, manager of the WSAB; Washington Secretary of State Earl Coe; Tom Olsen, owner-manager of KGY Olympia, and Wesley Bolin, Secretary of State of Arizona and past president of the NASS.

DREW PEARSON's

Washington MERRY-GO-ROUND

A TELEVISION FILM EXCLUSIVE!

Drew Pearson, world famous Washington reporter... syndicated in 600 newspapers and broadcast by 280 radio stations...comes to television with 26 fifteen-minute, weekly, custom made TV films! • Timely films are made late each week...and rushed on Friday morning, via air express, for week-end viewing • Featured on each film will be Drew Pearson's: Washington exclusive! Washington feature story! Amazing, accurate predictions! • *Ready for January 8 air date...for local, regional, and national spot sponsorship!*

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Film Syndication Division

from which tv may operate even less obtrusively than the conventional reporter with paper and pencil.

"The presence of microphones for broadcast or for public address systems is now so universally accepted that this instrument of reportage no longer is opposed, except by those who fear the effect of repetition on the air of the very words they speak in comparative seclusion."

Finally, on broadcast services, the committee said:

"The activities of this committee during the last 12 months represent the first attempt to link the press on the one hand and radio-tv on the other in a solid front to oppose the forces that would destroy freedom of information in America. We believe this alliance has been productive, and we believe that our fraternity with members pursuing their profession in all media is the logical rallying point for the campaign to preserve this fundamental freedom."

The report rapped those publishers and station owners who are themselves "guilty of abridging the peoples' right to know." Cited was that "segment of the press and radio which is irresponsible" and whose acts could bring down upon all "some form of censorship."

"How," the committee asked, "can a press and radio, which puts present profit above basic principles, which counts monetary gain as more important than its own integrity, ask the public to believe that any campaign it may wage for freedom of information is motivated by anything save its own, selfish interests?"

WHLI

AM 1100
FM 98.3

HEMPSTEAD
LONG ISLAND. N. Y.
PAUL GODOFSKY, Pres.

the voice of long island

Long Island's amazing
Nassau County ranks
17th
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SALES . . . $264,005,000
(Sales Management)

•

WHLI has a larger daytime audience in the big booming major LONG ISLAND MARKET than any network or combination of independents . . . *(Conlan)*

REPRESENTED BY RAMBEAU

the WHLI long island story

4A's TAKE LOOK AT COLOR TV ADV.

"COLOR television's coming place in advertising" will be one of the principal subjects undertaken at the radio and television production group meeting of the American Advertising Agencies Assn.'s Eastern Annual Conference Nov. 23 and 24 at the Hotel Roosevelt in New York. Rod Erickson of Young & Rubicam is chairman for the group meeting.

Barry Wood, NBC-TV executive producer, color coordination, will be the principal speaker on color. He is expected to answer such questions as, "How soon? . . . how much? . . . what about film?" With him will be Dick Day and Norman Grant, NBC-TV color consultants and Stan Parlan of NBC's color film broadcast department, to help answer queries during the general discussion.

"New trends in radio production are changing old ideas" is the topic for the following speakers: Ted Cott, operating vice president for the NBC Radio Network; Lester Gottlieb, vice president in charge of programming, CBS Radio, and Oliver Treyz, director of the ABC Radio Network.

Problems in production of participation shows and serials in daytime television will be discussed by L. T. (Ted) Steele, vice president in charge of radio-tv, Benton & Bowles; Bob Quigley, Benton & Bowles, producer of *On Your Account*, and Dave Lesan, Compton Adv., producer of *The Guiding Light*.

James Douglass, Ted Bates & Co., will speak on "Film Production for Commercials and Programs, East or West?" A West Coast film producer is scheduled to suggest why commercials and films should be done on the coast and an eastern producer to note advantages of production "close to home."

Mr. Erickson, representing advertising agency opinion, along with John Gibbs of John Gibbs Inc., package producer, and Harry Ommerle, CBS-TV program director, representing the networks, will discuss the contributions of advertising agencies to package productions purchased through a network.

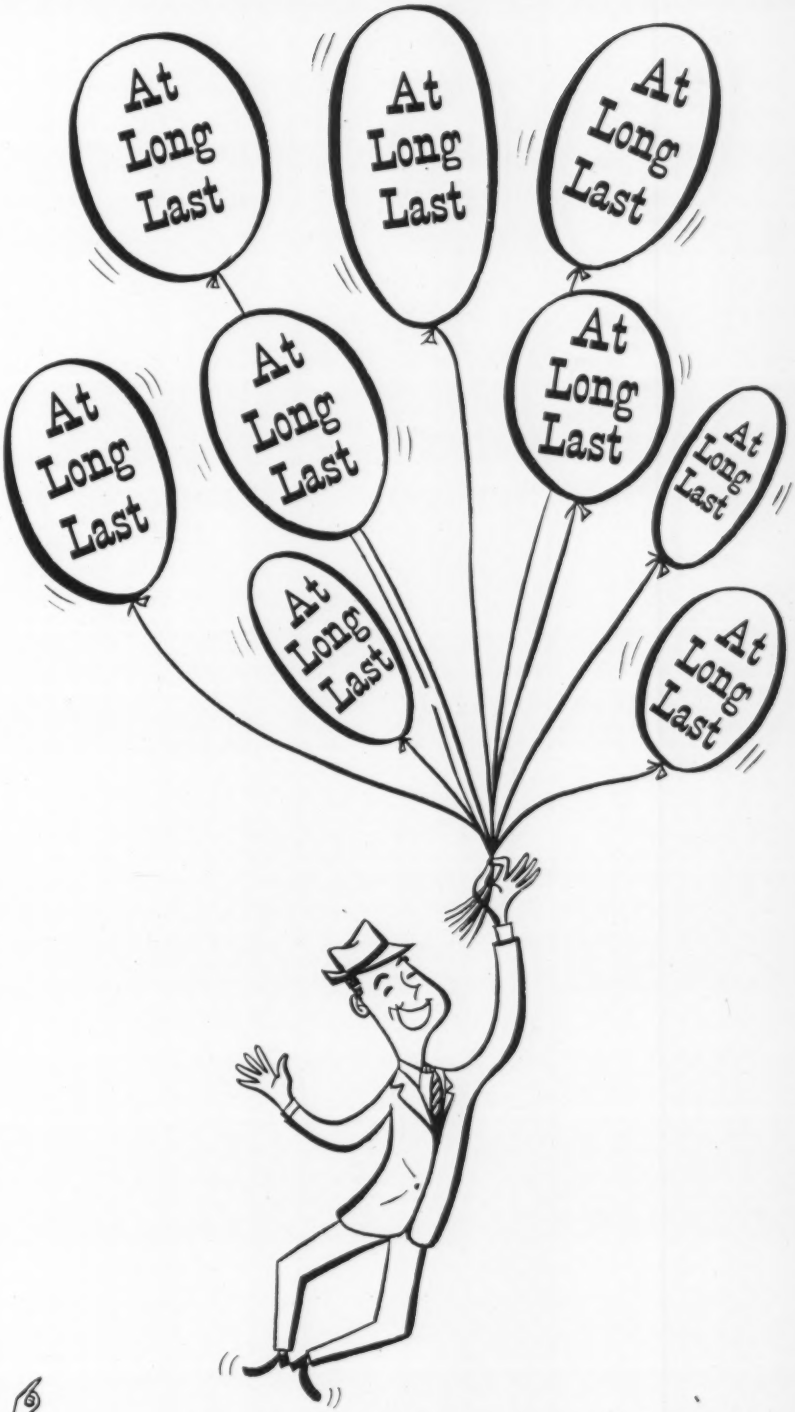
N. C. Daytimers Set Organizational Plans

COMMITTEE to draw up organization plans for a North Carolina association of daytime stations was formed at the recent North Carolina Assn. of Broadcasters meeting in Asheville (story page 48). Members are Robert M. Wallace, WOHS Shelby, chairman; Jack S. Younts, WEEB Southern Pines, and E. Z. Jones, WBBB Burlington.

The group will arrange a meeting in Hickory at which the project will be set in motion. Sixteen stations represented at the NCAB meeting agreed to the committee plan. The other 28 daytimers will be invited to join the association.

OARTB Fails Adoption

RESOLUTION submitted to the Ohio Assn. of Radio & Television Broadcasters, condemning the scholastic practice of charging exhorbitant fees for radio-tv rights to sports events, failed to be adopted Nov. 6 at the OARTB Columbus meeting. The resolution was not approved, as incorrectly stated in the Nov. 9 B•T.



NEWARK, NEW JERSEY, NOW TRANSMITTING
FROM THE EMPIRE STATE BUILDING

13
watv

N. J. BROADCASTERS HOLD FALL MEETING

Rutgers educator warns the delegates against portraying Communists as gangster types. Everett Rudloff named association president.

RADIO and television portrayals of Communists as Chicago-type gangsters are making the battle against Communism more difficult, New Jersey Broadcasters Assn. was told at its Monday-Tuesday meeting held last week in Trenton.

Alex B. Balinky, economics instructor at Rutgers, told delegates the Communist in this country is an intelligent and sincere individual whose end objective is not personal and material gain but worldwide imposition of an ideology.

The association elected Everett Rudloff, WJLK Asbury Park, as president succeeding Paul Alger, WSNJ Bridgeton. Other officers include Gordon Giffin, WKDN Camden, vice president, and Jerome P. McCarthy, WTOA (FM) Trenton, secretary-treasurer. Members of the executive committee are Mr. Alger; Kenneth A. Croy, WMTR, Morristown, and Fred L. Bernstein, WTTM Trenton.

The association decided to set up a legislative committee to keep in touch with state capital developments. Members are Mr. Bernstein, chairman; Mr. Alger, and Robert L. Williams, WCTC New Brunswick.

Harold E. Fellows, NARTB president, in commenting on tv station failures or financial difficulties, said they can be attributed in most cases "not to the low calibre of management or ownership, but rather to technological problems which thus far have not been solved, or to the uncertainty that exists as to the capacity of given markets to support multiple station patterns."

Government Confidence

The future of radio and tv depends to a great extent, he said, "upon the continuing confidence of the U. S. government as expressed by the FCC in granting licenses to those who have demonstrated their capacity to operate facilities vested with unusual public interest concepts, and to do so with a delicacy and understanding that must be present in a medium that deals so intimately with the American family home."

Mr. Fellows forecast an era of better understanding between industry and government.

In a panel moderated by Irving Rosenhaus, WAAT-WATV (TV) Newark, state political leaders and broadcasters discussed radio and tv legislative and legal problems. C. Clifford Thomas, majority leader, said he was "amazed" at the difference between newspaper reports and radio coverage of committee hearings and commended radio's ability to tell "the whole story." Legislative leaders favored legislation relieving stations of liability for statements in political speeches and where due care is exercised. Ralph W. Hardy, NARTB vice president for government relations, and Edward T. Curry, president of the New Jersey Bar Assn., were among those taking part in the discussion.

All New Jersey stations were represented at the association's meeting. Mr. Bernstein was chairman of the arrangements committee.

PLANS for the spring meeting of Pennsylvania-Delaware AP Assn. are drawn by the executive committee at a Philadelphia session. L to r: Thomas Price, WBVP Beaver Falls, Pa., acting president; Roy Morgan, WILK Wilkes-Barre, Pa.; Samuel Altdoerffer, WLAN Lancaster, Pa.; Victor C. Diehm, WAZL Hazleton, Pa.; Charles Shaw, WCAU Philadelphia; Joseph Snyder, chief of the Pa. AP bureau; Edgar Smith WCMB Harrisburg, and Paul Breining, AP field representative.

PLAN MASS COMMUNICATIONS TO FARMS

With financial support from the Kellogg Foundation and cooperation from other groups, including broadcasters, National Agricultural Communications Project would bring a better way of life to farmers through mass communications.

THE National Agricultural Communications Project, a half-million-dollar program with its goal the promotion of a better way of life for U. S. farmers through mass communications, is gaining impetus because of financial support to it by a philanthropic organization, it was learned last week.

The project, besides getting financial support from the Kellogg Foundation, also is receiving cooperation from the National Assn. of Educational Broadcasters, National Assn. of Radio Farm Directors, the U. S. Agriculture Dept., land-grant colleges and a number of other universities.

A study of mass communications was authorized, as part of a five year plan, at a meeting in June 1951 at which time Kellogg Foundation granted $300,000 to NAEB for its tape network. Last March Kellogg Foundation granted $300,000 for establishment of the project staff and an acceleration of the study.

Plans for next year include television workshops involving land-grant colleges, farmers, extension specialists and other groups.

Better Way of Life

The foundation's aim for the project is "to improve communications" and "help farmers get information that will aid them in enjoying a better way of life," according to Robert Van Duyn, an executive with the Kellogg organization at Battle Creek, Mich. Mr. Van Duyn termed it a $600,000 overall project.

Heading the project is Stanley Andrews, former administration agricultural director for the U. S., now at Michigan State College. His work in this field has been cited by Secretary of Agriculture Ezra Benson. That department is cooperating in the program.

Representing broadcasters on the project's board of directors, according to Mr. Van Duyn, is Sam Schneider, farm director of KVOO Tulsa. The Kellogg Foundation is not actively engaged, but merely issued the grant.

Louisiana Broadcasters Set Meet Thursday-Friday

LOUISIANA Assn. of Broadcasters' sixth annual convention Thursday-Friday at Shreveport's Captain Shreve Hotel will open the first day with a golf tournament at the Shreveport Country Club, E. Newton Wray, KTBS Shreveport, LAB president, said last week.

P. S. Gates, president of Gates Radio Co., will provide the winner and runner-up of the tournament with silver trophies, and the president's reception will be held in the country club at 7 p.m., followed by dinner and meetings of directors and nominating committees.

Speakers at the general meeting beginning at 8:45 a.m. Friday will include Mr. Wray with a welcoming address; Fred A. Palmer of Palmer Co., consultants, will talk on "A Practical Side of Sales Promotion," and Kevin B. Sweeney, BAB vice president, will present an ARBI Store Traffic Study to be heard by leading retail merchants in the Shreveport area.

After luncheon, Benton Paschall, WNOE New Orleans, will speak on "My First Year in Louisiana Radio"; Edward J. Steimel, Baton Rouge, will present "Public Affairs Research Council Report," and Philip L. McHugh, Tracy-Locke Co., Dallas, will deliver the keynote address.

A business session and elections will follow, with a banquet at 7:45 p.m. at the Florentine Club. Current LAB officers are President Wray; B. Hillman Bailey, KSIG Crowley, vice president, and William A. Patton, KLFY Lafayette, secretary-treasurer.

Texas AWRT Sets Meeting

FIRST convention of the new Texas chapter of American Women in Radio & Television will be held Nov. 21 at Houston's Shamrock Hotel, Lauri Schutt, KTHT Houston, state chairman, said last week. The new AWRT chapters' name is "Deep in the Heart Of."

DAVE MARTIN JOINS WEMP PLAY-BY-PLAY SPORTS STAFF

Assists Gillespie With Major Games, Sportscasts

DAVE MARTIN, former Big Ten sportscaster, has joined WEMP announcing staff to assist sports director Earl Gillespie with play-by-play broadcasts of major sports events. The appointment was announced by Hugh K. Boice, Jr., General Manager of WEMP, Milwaukee, Wis.

Martin's previous experience includes the play-by-play reports of 1200 sporting events in 50 cities and 14 states. He has covered some of the country's outstanding football, basketball and baseball games since 1946.

According to Boice, WEMP's heavy schedule of play-by-play sports broadcasts made it necessary for the station to find an assistant for Gillespie. WEMP airs play-by play reports of the Green Bay Packers, Marquette

University football, Milwaukee Hawks basketball, University of Wisconsin basketball and Milwaukee Braves major league baseball.

Martin comes to WEMP from WTHI, Terre Haute, Ind., where he served as sports director and broadcast Terre Haute Phillies baseball games, Indiana and Purdue college football, and high school football and basketball. He reported 25 football games during the 1952 season, and 100 basketball games during the 1952-53 season.

Martin previously served as sports director of WTRR, Sanford, Fla.; WSBR, Superior, Wis.; and KCRC, Enid, Okla. While serving as sports director of WNAD, Norman, Okla., Martin gave play-by-play reports of all University of Oklahoma sports. He also held staff announcing positions with WMT, Cedar Rapids, Ia.; WSUI, Iowa City, Ia.; and KCRG, Cedar Rapids, Ia.

His experience also includes daily sports reviews, commentaries and interviews. He has interviewed many nationally famous sports personalities, including Jack Dempsey, Dizzy Trout, Harry Taylor, Tony Bettenhausen, Marlene and Alice Bauer, Louise Suggs, Troy Ruttman and Clyde Lovellette.

WHEELBARROW STUNT DRAWS CROWDS AFTER MORNING SHOW WAGER

News Editor Pushes D-J In Football Bet Payoff

DON O'CONNOR, WEMP news director, was sure his Alma Mater would win over Wisconsin in the traditional Marquette University vs. University of Wisconsin football battle. So he made a bet with WEMP's Bob "Coffeehead" Larsen, the latter supporting Wisconsin. The bet was promoted on the air, and all WEMP listeners were informed that the loser would push the winner down Wisconsin Avenue in a wheelbarrow on the Monday following the game. A police escort assisted Don O'Connor when he paid off the bet. The score was Wisconsin—13; Marquette—11.

WEMP REPORTS MILWAUKEE HAWKS BASKETBALL GAMES

Gillespie, Martin Are At Play-by-Play Mike

MILWAUKEE HAWKS national professional basketball games both at home and away are again being carried exclusively by WEMP and WEMP-FM. Earl Gillespie and Dave Martin bring the play-by-play reports to Milwaukee area sports fans.

The Hawks' broadcasts are sponsored by the Miller Brewing Company through its advertising agency, Mathisson & Associates, both of Milwaukee.

In addition to the regularly scheduled games sponsored by Miller, WEMP broadcast six pre-season Hawks games as a public service.

"The exhibition games were broadcast," stated Lou Riepenhoff, WEMP promotion manager, "for a threefold reason: (1) To promote a particular community public service endeavor on each broadcast; (2) To familiarize Milwaukee Hawks' fans with the 1953-54 team; and (3) To encourage the advance sale of season tickets."

The Community Fund, Ground Observer Corps and Civil Defense were promoted on the public service broadcasts of the games.

AUDIENCE, OVERHEAD, DEMAND PROMPT WEMP RATE INCREASE

RATE CARD #14, increasing overall rates from 5 to 10%, has been released to national advertisers, agencies and local accounts, according to John Gagliano, WEMP sales manager. The rate increase is effective January 1, 1954. It was prompted by expanded audience, higher operating costs and overwhelming demand by local and national advertisers for station time.

THIS DELEGATE group at NARTB's District 1 meeting in Boston includes (l to r): seated, William Malo, WDRC Hartford; Ed Obrist, WNHC-AM-TV New Haven; Herbert L. Krueger, WTAG Worcester, District 1 director; Don Kearney, ABC Film Syndication Div.; standing, John Swan, WCAX Burlington; Addison Amor, Lang-Worth; Joseph Weed, Weed & Co.; Walter Johnson, WTIC Hartford, and Harvey Struthers, WEEI Boston.

TV CODE REPORT ISSUED TO PUBLIC

Voluntary compliance machinery and the code get 'excellent response,' according to the first NARTB report on its tv code. They also have tightened station and network operations.

NARTB's Television Code and its voluntary compliance machinery have met "excellent response" and have served to tighten station and network operations, according to the first report to the people, issued last week by the Television Code Review Board.

Carrying out a mandate of the NARTB code group, Chairman John E. Fetzer, WKZO-TV Kalamazoo, Mich., and Edward H. Bronson, director of television code affairs, published a formal board review of the first year's operation of the code.

It is designed to give the public and critics "an insight into the extreme public conscientious programming of America's commercial television broadcasting industry," according to a preface by Chairman Fetzer. He explained there is "no police power" and added, "What has been achieved here has been the culmination of sincere thinking and action by an industry composed of men and women of high moral integrity who recognize that service to the people of this country is the industry's greatest responsibility."

The chairman reminded that the four tv networks along with about 190 stations are code subscribers.

Book's Chapter Subjects

Chapters in the booklet, which is to be given wide distribution, include: Congressional interest in tv programming, Chicago City Council drops tv programming inquiry; American Medical Assn. cooperates with the code; television networks and the code; viewer comments pro and con; members of Congress comments on code; implementation of code. An appendix includes a copy of the code.

Longest portion of the report deals with AMA relations, showing how NARTB and AMA have cooperated toward achievement of a common objective—elimination of questionable programs or commercial practices involving the medical profession and medical products.

Detailed review of AMA procedure and a resolution calling for study of tv practices are cited along with correspondence involving Rep. Charles A. Wolverton (R.-N. J.), chairman of the House Interstate & Foreign Commerce Committee. Chairman Wolverton had been notified of AMA's procedure.

Mr. Bronson and other NARTB officials conferred frequently with AMA officials, with the code board giving careful attention to the problem. AMA correspondence attests to the results achieved by the two associations, along with a resolution by the AMA board of trustees commending NARTB's "quick action in solving problems relating to the use of actors representing physicians on commercial advertisements on television."

The network chapter shows how networks act on suggestions and complaints received from the public and from the code board. Specific instances are cited, without mention of organizations or persons involved.

Typical comments by listeners and by members of Congress are presented in separate chapters.

As to implementation, it is explained that Director Bronson spends a third of his time in the field visiting subscriber and non-subscriber stations and checking network headquarters in New York and Hollywood. He confers frequently with top management and staff officials on code problems.

This chapter reviews station self-discipline tactics such as film-review procedure and screening of continuities. These include checking of advertising continuity with Better Business Bureaus and deletion of claims by cut-rate houses, scare copy and contest copy.

AT NARTB'S District 1 meeting (1 to r): seated, Norman Gittleson, WJAR-TV Providence; Mrs. Al Wild, wife of district sales manager, GE broadcast equipment, Boston district; Charles De Rose, WHYN-AM-TV Springfield-Holyoke; Alan Tindal, WSPR-WWLP (TV) Springfield; standing, Arnold Schoen Jr., WPRO Providence; Hervey Carter, WMUR Manchester; George A. Perkins, WHDH Boston, and John Porterfield, WSEE Fall River.

NARTB Boosts Attendance

REVISED NARTB figures of attendance at the series of district meetings that ended Nov. 5 in Boston showed a record attendance of 1,481 for the 17 sessions, according to President Harold E. Fellows. With final returns received last week from all districts, NARTB found 1953 registration was 5% above 1952.

Corrected registration figures show that District 3 (Del., Md., Pa., W. Va.) topped all the districts with registration of 142. In second place was District 1 (New England) with 129 registered.

ARNA Expels Commentator Who Delivered Commercial

ASSN. of Radio News Analysts announced last week that it had confirmed the expulsion of a member "who responded to a sponsor's demand that he deliver the sales message as well as the commentary."

Identity of the member was not disclosed.

The announcement also said the association, headed by H. V. Kaltenborn as president and chairman of the executive committee, had "confirmed its earlier decision to bar from its membership any commentator who voices commercials."

Mr. Kaltenborn was quoted as noting that ARNA always has opposed the use of commentators to broadcast the sales message. The announcement pointed out that ARNA considers it against the best interests of both the sponsor and the commentator to have the commentator handle the commercials.

LOCAL DEALER IDENTIFICATION ON NETWORK TV

Is it worth $30 a market (approx.) to you to identify your local dealers in your network TV commercial? TODAY now offers this low cost service in 48 important markets.

You can tell viewers where to buy your product locally, and earn your dealers' gratitude and enthusiastic co-operation. There's hardly a better use for co-op money. Also, cut-ins directly pinpoint the effectiveness of your advertising for you *and* your dealers.

This low cost, easy-to-use service is just one of the many values of TODAY. You can buy one participation or 100. You can choose the date and the hour of your commercial. And TODAY reaches an estimated 3,436,000 prospective customers *before* they go out to shop.

TODAY frequently has pioneered in new techniques of using network television. For full details about the newest TODAY innovation, call your local NBC representative.

NBC TELEVISION

a service of Radio Corporation of America

HEWLETT ELECTED PRESIDENT OF IRE

WILLIAM R. HEWLETT, vice president, Hewlett-Packard Co., Palo Alto, manufacturer of electronic measuring equipment, has been elected president of the Institute of Radio Engineers for 1954. He succeeds Dr. James W. McRae, president, Sandia Corp., and vice president of Western Electric Co., as head of the international society of more than 35,000 radio engineers and scientists.

Maurice J. H. Ponte, director of Compagnie Generale de Telegraphie Sans Fil, Paris, France, was elected vice president of IRE, succeeding S. R. Kantebet, general manager of Government of India Overseas Communications.

Axel G. Jensen, director of tv research, Bell Telephone Labs, and George Rappaport, chief engineer, counter-measures branch, Aircraft Radiation Lab, were elected as IRE directors.

Regional Directors elected for 1954-1955 are: Region 1 (North Atlantic), Lucius E. Packard, president of Technical Instrument Corp., Acton, Mass.; Region 3 (Central Atlantic), Harry W. Wells, chairman of Upper Atmosphere Section, Carnegie Institution of Washington, D. C.; Region 5 (Central), Charles J. Marshall, chief scientist, Search Radar Branch, Wright-Patterson Air Force Base, Dayton, Ohio; Region 7 (Pacific), Joseph M. Pettit, associate professor of electrical engineering Stanford U. Stanford, Calif.

Napier Denies Researchers 'Hamstring' Creative Man

NOTHING could be "further from the truth" than the accusation that researchers "hamstring the creative man by reducing advertising, merchandising and radio-tv programming to mere matters of mathematical formulae."

This assertion was voiced by J. P. Napier, executive vice president of A. C. Nielsen Co., in a speech before the Southeastern chapter of the American Assn. of Advertising Agencies in Atlanta, last Friday.

Scoring the contention that "you feed the research into the machine, turn the crank and out comes the answer," Mr. Napier maintained that research "encourages the idea man by insuring him against errors, by pre-determining on a small scale the profitability of changes which the creative man proposes."

NEW OFFICERS of the North Carolina Assn. of Broadcasters, elected Nov. 6, include (l to r): seated, James MacNeil, WTSB Lumberton, president; William S. Page, WFTC Kinston, vice president; standing, Beverly M. Middleton, WHKP Hendersonville, director; Jack Younts, WEEB Southern Pines, director, and J. T. Snowden, WCPS Tarboro, secretary-treasurer.

N. Y. Official Urges True Police Portrayal

THE TYPICAL policeman in radio, television and movies had been of the Keystone Kop variety, with more brawn than brain and on the force only because "it's a good thing with lots of take in it," New York Police Commissioner George P. Monaghan said Tuesday in a talk to the Radio & Television Executives Society at the November luncheon meeting in New York's Hotel Roosevelt.

Decrying such treatment as "unfair because it's untrue," Commissioner Monaghan said public opinion is largely what broadcasting and other major media make it and that the false picture given of policemen in typical radio-tv dramas has led to a widespread misunderstanding and disrespect for the man on the beat, particularly among the youngsters, that makes "a tough job a lot tougher."

Recently, he said, broadcasting has made "vast strides in the right direction by depicting the police as they are and by using stories based on authentic police records and employing authentic police procedures."

MICHIGAN Assn. of Broadcasters' 1953 board of directors, named at MAB meeting Nov. 5-6 [B•T, Nov. 9], are (l to r): John Wismer, WHLS Port Huron, newly-elected MAB president; Richard Burnett, WSOO Sault Ste. Marie; Les Biederman, WTCM Traverse City, and Arch Shawd, WKBZ Muskegon.

N. C. Broadcasters Elect MacNeil to Presidency

JAMES MacNEIL of WTSB Lumberton was elected president of the North Carolina Assn. of Broadcasters at its Nov. 5-6 meeting in Asheville [B•T, Nov. 9]. He succeeds Cecil Hoskins, WWNC Asheville, retiring president.

William S. Page, WFTC Kinston, was elected vice president. J. T. Snowden, WCPS Tarboro, was elected secretary-treasurer following the retirement of Jack Younts, WEEB Southern Pines, who has held the post many years. A resolution was adopted commending Mr. Younts' leadership and service.

Directors elected were Mel Warner, WCEC Rocky Mount, eastern region; Mr. Younts, central region, and Beverly M. Middleton, WHKP Hendersonville, western region.

Noting that information media have been throttled in many nations as a prelude to setting up of dictatorships, NCAB decided to sponsor a freedom of information conference to be held Jan. 14 in Raleigh. Radio and tv spokesmen will confer with representatives of the judiciary and other law enforcement agencies on mutual responsibilities and obligations.

Few Common Problems For Radio, Tv—Way

FEW common problems exist between radio and television, according to William B. Way, president of KVOO Tulsa and chief figure behind a movement to set up a radio-only trade association [B•T, Sept. 28]. While Mr. Way claimed 85% of 250 replies to his proposal favored complete cleavage, he conceded no progress had been made in formation of a broadcast association in which tv is excluded.

Mr. Way contended networks "have sold radio down the river in favor of television, and look what has happened to the network shows on radio." He said "radio can be sold" and pointed to the biggest business in history at KVOO, a "strictly radio" operation.

A radio organization can be operated for a third the cost of the present national association, he said, contending the sales, technical, labor and programming problems of radio and tv are entirely different.

He said he "can't see a separation of the radio interests and the television interests inside the NARTB, because the real money today is in television and where the money is, it will naturally dominate; and I think we must make a clear-cut break between the two mediums." He contended trade magazines are "90% television news, very little radio news," and proposed development of a new association through the state association structure.

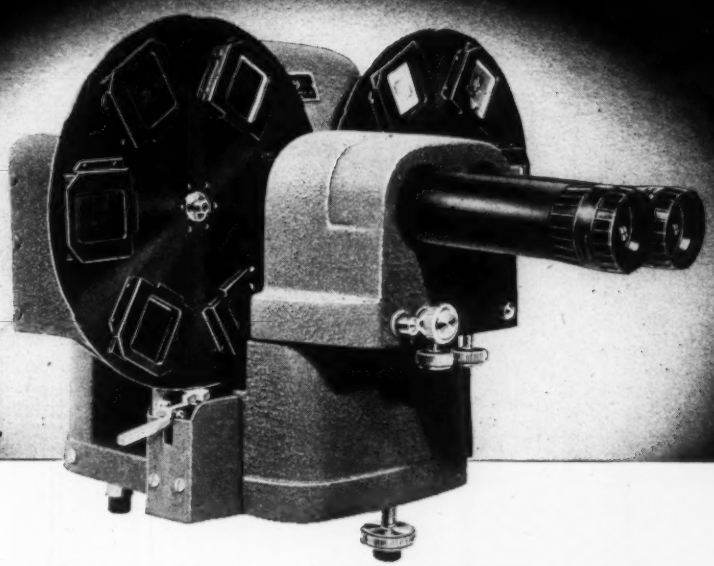
Ebel to Ad Council Board

ELECTION of Edwin W. Ebel, director of advertising and merchandising for General Foods Corp., to the board of directors of the Advertising Council was announced last week by Philip L. Graham, chairman of the council. He succeeds the late Howard M. Chapin as a council director representing advertisers.

Mr. Ebel, who joined General Foods in 1948 as sales and advertising manager of the Gaines Division, Kankakee, Ill., served successively as director of sales and advertising for Post Cereals, Battle Creek, Mich., and as corporate director of advertising before assuming his present post with the company in July 1953.

NEW! Gray Telojector

—for automatic projection of 2x2 slides in unlimited, uninterrupted sequence!



You've *always* needed it—for low-cost, professional-quality TV commercials–and here it is! Gray Research, maker of Telop, Telop II and other specialized TV equipment, proudly announces the new Gray TELOJECTOR. This compact, portable unit gives you *remote control* projection of standard 2x2 slides in uninterrupted sequence . . . with studio effects of fading, lapping and superimposition.

In the TELOJECTOR, projection alternates between two lens systems. Two loaded slide turrets give you a sequence of twelve slides. Additional loaded turrets can be substituted in seconds, providing an *unlimited* sequence. Overall dimensions: 14½" x 18½" x 16". Weight: 32 pounds.

This new Gray TELOJECTOR solves many problems for large and small stations alike. Production is underway. Get *all* the facts —*now!*

Please write for TELOJECTOR Bulletin RD-9

GRAY RESEARCH

AND DEVELOPMENT CO., INC., HILLIARD STREET, MANCHESTER, CONN.

Division of The GRAY MANUFACTURING COMPANY—Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph

DELEGATES to the third in a series of National Assn. of Radio Farm Directors' all-day Farm Radio-Tv Sales Clinics Nov. 2 at the Hotel Commodore, New York City, included (l to r): seated, Mal Hansen, WOW Omaha and NARFD president; R. B. Hanna Jr., manager of WGY Schenectady, N. Y., a speaker at the clinic; Phil Alampi, WABC New York and past president of NARFD; (standing) Chuck Calkins, advertising agency executive, guest; Bill Givens, KYW Philadelphia; Homer Martz, KDKA Pittsburgh; Ed Slusarczyk, WIBX Utica, N. Y., and George Haefner, WHAM Rochester, N. Y.

Chicago Tv Council, Radio Club to Merge

PRACTICES involving sale of film shows by stations, contract cancellations by advertising agencies and product clearances by sponsors will be among the topics broached by members of the Chicago Television Council at their second fall meeting Wednesday.

The questions will be posed as part of a "free for all" stunt arranged for the luncheon session at the Sheraton Hotel by Sterling C. (Red) Quinlan, general manager of WENR-WBKB (TV) Chicago, council president.

Status of educational television in Chicago will be reviewed by John T. Rettaliata, president of Illinois Institute of Technology, in view of FCC's grant of vhf ch. 11 to the Chicago Educational Television Assn. A report on the proposed merger of the council with the Chicago Radio Management Club also will be submitted. Council members earlier had voted for its consideration.

Action was taken at a luncheon session in the Sheraton Hotel—first Council session of the 1953-54 season—prior to the principal address given by Tom Flanagan, president of the Station Representatives Assn. [B•T, Nov. 2].

Views on the merger were given by Howard (Howdee) Meyers, O. L. Taylor Co., station representative firm, in his capacity as president of the Radio Club. He felt the merger would be a "good thing" and reported the radio group will be reactivated toward that end.

The tv council also elected a new slate of officers with Mr. Quinlan as president. Other officers: Art Holland, Malcolm-Howard Agency, vice president; John Moser (re-elected), attorney, as legal counsel; Norman Lindquist, Atlas Television Productions, and George Heinemann, NBC, ex-president, board member. Six other board members were named.

'54 High Fidelity Show

INTERNATIONAL Sight and Sound Exposition will boost display space at the 1954 High Fidelity Show by about 75%, the management has announced. Show will be held at the Palmer House in Chicago Sept. 30, Oct. 1-2, 1954. Other floor space will used to demonstrate sound equipment.

RETMA to Consider Hi-Fi Standards at Chicago Meet

DEFINITIONS of minimum high-fidelity standards will be considered by Radio-Electronics-Tv Mfrs. Assn. at its autumn meeting to be held Tuesday-Thursday at the Palmer House, Chicago.

The matter will come before RETMA's board following earlier disagreement over minimum standards among members of the association's special hi-fi committee [CLOSED CIRCUIT, No. 2]. If approved, the hi-fi standards will be submitted to Federal Trade Commission for possible inclusion in the proposed trade practice rules for the radio-television industry. FTC will hold final hearing on the rules Dec. 7.

Further expansion plans for the association will be considered by RETMA members and the board, accordng to James D. Secrest, executive vice president. Twenty-six committees and groups will hold meetings during the three-day conference, with the board and special radio-tv and electronics industry committees meeting Thursday.

RETMA's Television Committee will review developments since September in the petition of National Television System Committee for approval of its proposed standards for color television. The Parts Division will hear a report by Knox McIlwain, chairman of NTSC Panel 16 on field testing, covering effect of color tv circuitry on parts manufacturers.

D. C. AWRT Panel Set

DISTRICT of Columbia chapter of American Women in Radio & Television will discuss "Careers for Women in Radio and Tv—Yes or No?" at a meeting at 8 p.m. Wednesday in Washington's Hotel Statler. The panel will include: John H. Smith Jr., NARTB manager of promotion and fm, moderator; Robert R. Mullen, executive director, National Citizens Committee for Educational Television; John S. Hayes, president-general manager, WTOP-AM-TV Washington; Everett Holles, MBS Washington manager, and May Craig, Gannett newspapers Washington correspondent and frequent panelist on radio-tv shows.

SCAAA Names Unit Chairmen

SOUTHERN California Adv. Agencies Assn. has appointed 12 agency executives to serve as 1953-54 committee chairmen, according to Ralph Yambert, president of Yambert-Prochnow Inc. and the association.

Heading committees are: Charles Groves, Darwin H. Clark Co., agency practice; Bruce L. Altman, Bruce L. Altman Adv., attendance; Robert W. Boone, Abbott Kimball Co., bulletins; Kai Jorgensen, Hixson & Jorgensen Inc., business advisory; Walter Tilds, Tilds & Cantz Adv., finance; Marvin Cantz, speakers' bureau; Roderick A. Mays, Mays & Co., media relations; Douglas Young, Taggart & Young Adv., membership; Alfred A. Atherton, Atherton Adv. Agency, program; Robert J. Black, Robert J. Black Adv., radio-television; Macy Baum, Paul & Baum Adv., tax and legislative, and Walter Marto, Walter Marto Adv. Agency, publicity and public relations.

Roby Heads News Club

MAX ROBY, CBS Hollywood newscaster has been elected president of the Radio & Television News Club of Southern California. He succeeds George Martin Jr., NBC-AM-TV newscaster. Other new officers are Glenn Hardy, Don Lee newscaster, vice president, and Robert Ferris, CBS newscaster, secretary-treasurer. The new board of directors includes James McNamaa, KLAC Hollywood; Ed Conklin, CBS; Roger Sprague and Mr. Martin, both NBC.

Tv Keeps 'em Home

TELEVISION offers "a ray of hope" for department stores, Sir Richard Burbridge, head of a large London department store, told persons attending Boston's 25th annual Conference on Distribution, which met last month. Tv is taking the people "back to their homes and hearth and the family circle," he said, adding that money spent on the movies and other evenings out is being saved and "this will be spent in the stores if they are quick enough in adapting their merchandise offerings to the times."

CSBA to Elect Officers

NEW officers and directors of the California State Broadcasters Assn. will be elected at its annual meeting in the Hollywood Roosevelt Hotel Friday. Arthur Westlund, retiring president and general manager of KRE Berkeley, will preside. William J. Beaton, general manager of KWKW Pasadena, is general chairman in charge of arrangements.

TAB Sets Dec. 4 Meet

TENNESSEE Assn. of Broadcasters will hold its annual meeting at the Andrew Jackson Hotel, Nashville, Dec. 4, Parry Sheftall, WJZM Clarksville and TAB president, has announced. Number of topics will be discussed and social events will include luncheon, cocktail party and dinner.

BIG MIKE... The Wholesaler

Omaha — one of the nation's great distribution centers ranks 19th in the volume of wholesale sales. The Omaha wholesale area almost coincides with Big Mike's 50,000 watt coverage — Nebraska, western Iowa, and parts of Missouri, Kansas and South Dakota. Dollar-wise, this area represents annual retail business of some ten billion dollars! Over ten million people live in those six states and pack an effective buying income of well over thirteen billion dollars!

The central location, the almost unrivaled transportation services centering in Omaha contribute to the development of this great distribution industry. Over a hundred warehouses erected since 1946 stand as permanent evidence of continued growth. The smart timebuyer is quick to remember that Big Mike's powerful voice is heard and listened to — in practically every corner of this six-state wholesale area. A Free & Peters Colonel, or General Manager, Harry Burke, can prove to you that KFAB is the logical, low-cost vehicle to carry your sales messages to the millions of hard-working, high-income people that make up this huge market.

Big Mike is the physical trademark of KFAB— Nebraska's most-listened-to-station (Hooper Area Survey, Jan.-Feb., 1953)

THE MIDWEST-EMPIRE STATION

1110 K.C.

KFAB

50,000 WATTS OMAHA CBS RADIO

TRADE ASSNS.

News Club Demands Probe Of So. Calif. 'Red' Issue

A RADIO-TV news club in California has demanded that the state's Un-American Activities Committee investigate charges that "sixth columnist" news commentators on Southern California stations are spreading communist propaganda [B•T, Aug. 24]. Charges had been made by the American Legion and Hearst newspapers.

In a letter to the committee, George Martin Jr., president, Radio & Television News Club of Southern California, said the sponsor of one of the news commentators so charged is being boycotted in several areas, making it "more urgent than ever that a thorough inquiry be made."

Mr. Martin said the news club has equal interests in (1) preventing communist propaganda via news commentary and (2) protecting its membership from irresponsible and unjust attack. He specifically asked if charges could be proved, and asked for names and evidence. If proof is lacking, he asserted, the committee should determine who initiated the allegations, on what grounds and for what purpose. Southern California Broadcasters Assn. has taken a similar position [B•T, Aug. 10].

'Emmy' on Network Tv

TELECAST of the 1954 Academy of Television Arts & Sciences "Emmy" award ceremonies in Hollywood will be available for coast-to-coast network sponsorship for the first time, ATAS executives have announced. The ceremonies previously have been telecast only on a local basis. The organization presents statuettes to individuals and stations in acting, programming, technical, special events and public service fields of television.

Conelrad 'Ready' Count

OVER 200 clusters of broadcast stations and 500 single stations are prepared for instant operation in the Conelrad radio emergency system, A. Prose Walker, NARTB engineering manager, said fortnight ago in an address to the American Institute of Electrical Engineers at Cleveland.

ALABAMA radio is the subject of this discussion at the Alabama Broadcasters Assn. fall meeting at the U. of Alabama. L to r, Malcolm Street, WHMA Anniston, ABA president; Harold E. Fellows, NARTB president, and Henry Johnston, WAPI, WAFM (FM), WABT (TV) Birmingham president.

GOVERNMENT

FEDERAL JUDGE RULES PRO GRIDDERS MAY BLACKOUT TV AT HOME GAMES

Justice Dept. has not decided whether to appeal its case to the Supreme Court—which only last week ruled another sport, baseball, not subject to anti-trust laws.

QUESTION whether the Dept. of Justice will appeal a federal judge's ruling permitting a pro football team to continue to ban telecasts of other league games into its territory when it is playing at home was still undecided late last week. Justice Dept. has the right to take an appeal directly to the Supreme Court.

While holding in favor of the National Football League and the most significant portion of its controversial Article X, Philadelphia U. S. District Judge Allan K. Grim outlawed other provisions of the league's restrictions. He ruled that:

1. A home team playing away from home may not forbid telecasts of other league games into its territory—whether or not its own game is being brought to the home area.

2. Article X's provisions respecting radio are entirely illegal. Broadcasts of a football game may be brought into an area whether or not the home team is playing there.

3. Certain authority given the Commissioner of NFL to rule on the sale of television or radio rights is illegal.

Baseball Is Sport

Judge Grim's ruling came three days after the Supreme Court affirmed a 1922 decision that organized baseball is a sport and therefore not liable to prosecution under the anti-trust laws. Dissenting were Associate Justices Harold H. Burton and Stanley F. Reed.

The football case was brought by the Dept. of Justice against NFL under the anti-trust law. NFL does not permit televising of league games within a 60-mile radius of the city where the game is played. It also permits each home team to agree to the televising of its away-from-home games into its home city.

In ruling legal the provision forbidding telecasts of league games into cities where the home team also was playing, Judge Grim said:

"This particular restriction promotes competition more than it restrains it in that its immediate effect is to protect the weak teams and its ultimate effect is to preserve the league itself.

"The restriction . . . is a reasonable one and a legal restraint of trade."

The other terms of the restrictive Article X were ruled illegal restraint not necessary for the league to exist.

Professional football is a unique business, Judge Grim said. In order to maintain a balance among the teams of the league, Judge Grim said, the NFL could adopt a number of devices, including its restrictions on tv and radio—provided they are reasonable.

The restriction on telecasts into home territories, when the home team is playing at home, was termed reasonable because, Judge Grim said, such telecasts cause a drop in attendance at local games, thus causing financial loss to the home team.

The Philadelphia judge also said that television and radio restrictions in protecting weaker teams "may not be so obvious, particularly since it prevents the weaker teams from televising into the home territories of the stronger teams as much as it prevents stronger teams from telecasting into the home territories of the weaker one.

Judge Grim said that the decision in the baseball case did not apply in the NFL suit because the only restriction alleged in the baseball case was an internal one "whereas the present case primarily concerns restrictions imposed by the NFL on the sale of radio and television rights. Therefore, the present case basically concerns the league's restraint of interstate commerce in the radio and television industries."

National Football League officials, jubilant at the District judge's ruling on what they considered the most important factor, said they would have to study the decision more carefully to determine whether they would appeal the other aspects of the decision.

The Government filed its suit in 1951, charging NFL and 12 member teams with restraint of trade. The non-jury trial was held in early 1953 [B•T, Jan. 19, et seq.].

In a *per curiam* decision, coming a month after oral argument [B•T, Oct. 19], the Supreme Court held baseball was a sport and not a business falling under the provisions of the anti-trust laws. The decision upheld lower courts' rulings to the same effect in three suits—two brought by players, and one by a ball club owner. All claimed organized baseball's reserve clause was illegal. This clause ties a player to the club which owns his contract.

Justice Burton wrote the dissent, which claimed that the majority's opinion was a "contradiction in terms." Mr. Burton pointed to capital investments, travel, advertising, farm system, and the sale of radio-tv rights as indicating that baseball was a business rather than a sport and that it carried on an interstate business.

He found it significant that the sale of radio-tv rights zoomed from nothing in 1929 to $3,365,500 in 1950—ranking second in sources of revenue for the ball clubs. Receipts from home admissions, $18,334,800, ranked first.

The court's majority decision held that it was up to the Congress to legislate if it desired to put professional baseball under the anti-trust laws. Two years ago a House Judiciary subcommittee studied the question and reported there was no reason to legislate along those lines.

Rep. Emanuel Celler (D-N. Y.), who chairmanned the baseball probe, demanded last week that baseball "clean house." Among other things, he said the "broadcasting and televising of major league games must be so restricted as to protect the interests of minor league baseball."

'Best News'—Johnson

Sen. Edwin C. Johnson (D-Colo.), author of a bill to permit organized baseball to legally black out radio and tv broadcasts of home games [B•T, June 1, et seq.] and who is also president of the Western League, termed the decision "the best news baseball has had in a long, long time." Both decisions are believed to render Sen. Johnson's bill less necessary.

Broadcasting circles were pleased at Judge Grim's ruling forbidding any restrictions on radio broadcasts or on telecasts when the home team was not playing. They felt, however, that his approval of the telecast restriction when the home team is playing at home, on top of the Supreme Court's baseball decision, augured ill for free and individual arrangement between stations and networks and single clubs. However, many felt that if organized sports

Immediate delivery!

Get equipment that's proved itself— more than 100 in use today!

NEARLY ALL your money-making commercials... the real success of any TV operation... depend on a film camera channel. Why wait for a new camera system that promises just slightly less operating know-how... a long term delivery problem. Go on the air now with *proved-in-use* equipment! A demonstration of this G-E Film Camera Channel will convince you of its standout performance. Clear, sharp picture signals. Reduced shading. Hard-on-the-eyes "edge flare" virtually eliminated! Over 100 G-E Film Camera Channels are in use today. See one in operation at a nearby station. Compare performance and you'll buy G-E!

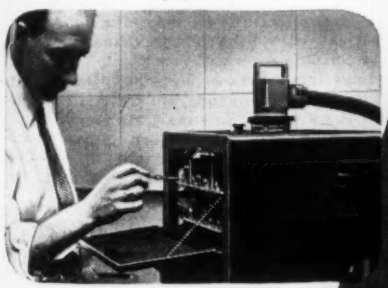
General Electric Company, Section 2113-16, Electronics Park, Syracuse, N. Y.

Film Camera Channel

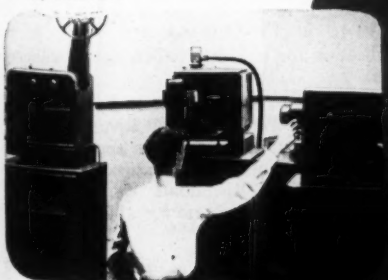
BANISHES "EDGE FLARE"... that's often found in improperly designed units.

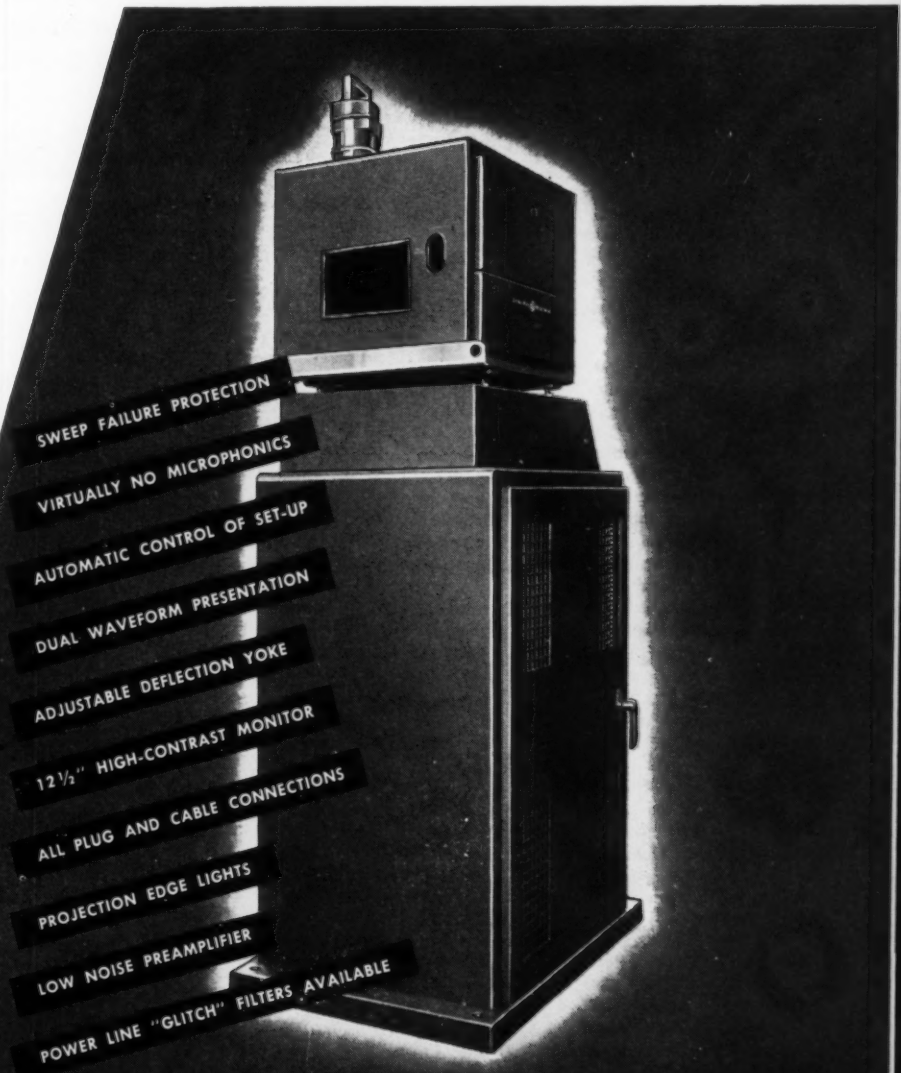
MORE VERSATILE... Fits any TV system or any synchronous TV projector.

MORE ECONOMICAL... Reduces interconnections between equipment.



MORE DEPENDABLE... Automatic set-up control eliminates operator re-adjustments.





Complete Television Equipment for VHF and UHF

GENERAL ELECTRIC

forgot to keep the public interest paramount there would be corrective legislation.

Asa S. Bushnell, chairman of the National Collegiate Athletic Assn.'s 1953 television committee, told B•T:

"NCAA's television program this year, as in the past, has been devised so as not to be dependent on a Supreme Court decision ruling that might classify football as a sport. We have proceeded on the assumption that our activities would be subject to the anti-trust laws and we have arranged our program to comply with those laws. It is the opinion of the NCAA television committee and its counsel that the program is legal under the provisions of the anti-trust laws."

Legal Row Follows Try To Present Visual Aids

Tampa applicant in ch. 8 case seeks to introduce charts in support of his oral argument. Dispute arises on admissability of such evidence.

LEGAL dispute as to the extent visual aids can be used in oral argument before FCC arose last week in connection with argument on the examiner's initial decision in the Tampa-St. Petersburg vhf ch. 8 case.

Tampa Bay Area Telecasting Corp., whose bid the examiner proposed to deny along with that of WTSP when he recommended grant of ch. 8 to WFLA there [B•T, July 20], illustrated the points of its oral argument on Monday before the Commission *en banc* with elaborate series of charts. Upon conclusion, its counsel, Frank U. Fletcher, offered the Commissioners loose-leaf binders bearing reproductions of the visual aids.

Use of the charts at first drew no objection, but counsel for the competing applicants opposed offering of the books on the ground they were exhibits, were not oral presentation and had not been shown to them beforehand so they could offer rebuttal. Neville Miller, attorney for WTSP, brought up the procedural question and was supported by Philip J. Hennessey, WFLA counsel. Mr. Miller termed the use of the charts and books an "advertising presentation."

After considerable debate, the Commission declined acceptance of the books.

During the dispute, Chairman Rosel H. Hyde suggested the books could be associated with the docket, but not be a part of the record. Without a copy, he noted, the transcript of the Tampa Bay argument would have little meaning.

Comr. Frieda B. Hennock felt she wouldn't be influenced by the books and they might be accepted "for what they're worth."

Comr. John C. Doerfer and George E. Sterling questioned the restriction put upon opportunity by opposing counsel to examine and criticize the books. Comr. Sterling added that complexity of the charts and the speed with which they were used left him behind in the argument.

"I'm tired of reading things," Comr. Robert T. Bartley observed. "This may set a bad precedent," he said, continuing, "I am impressed that oral argument should be oral argument."

The Commission on Monday also heard argument on an examiner's initial decision to continue KOB Albuquerque on 770 kc under special service authorization pending solution of the historic case involving its permanent assignment, disrupted by the 1941 reshuffle under the North American Regional Broadcasting Agreement. Parties in the case are WABC New York, dominant on 770 kc, and WBZ Boston, assigned 1030 kc, frequency to which KOB was licensed but used only for a few months.

On Tuesday the Commission heard argument on the initial decision proposing to grant vhf ch. 6 to KTRM Beaumont, Tex., and to deny competitive bids of KDFM and KRIC there [B•T, July 27].

It's Everywhere

RADIO and tv pool newsmen took part in an imaginary atomic bomb attack in Washington fortnight ago, accompanying President Eisenhower and the White House staff to the new $750,000 underground shelter. Dewey E. Long, White House communications and transportation officer, and Col. George McNally, of the White House Signal Corps detail, directed communications from the shelter, deep under the White House. It has a self-contained communications system, including broadcast facilities.

USIA Employes Told Job Cuts Are Ended

EMPLOYES of the U. S. Information Agency, which with its predecessor, the International Information Agency, was often the target of Congressional attack and investigation, were assured last week by President Eisenhower and USIA Director Theodore C. Streibert that they will receive support if they do their jobs properly.

In an unusual session, the President personally spoke to 900 employes in Washington, D. C. Director Streibert, who became head of USIA Aug. 7, also talked to the workers.

The President spelled out the new information policy he announced a few weeks ago [B•T, Nov. 2]. He urged USIA workers to show the world by example what America stands for, rather than resort to the usual forms of "propaganda."

Mr. Eisenhower said he would do his "best to pin the accolade of 'well done' to every such person" who does his job with "decency and to the best of his ability . . ."

After the President's talk, Director Streibert, former MBS board chairman, held a question-and-answer period. Chief question was whether the reduction in force at USIA was over. Mr. Streibert said he thought he could say it was. Some 2,000 employes have been let out of USIA's world activities since August.

Mr. Streibert said the information agency is not temporary and would be needed as long as the U. S. is a world leader.

'Giveaway' Hearing Jan. 4

TENTATIVE date of Jan. 4 has been set for oral argument before the Supreme Court on the government's appeal on the giveaway case [B•T, Oct. 19]. Government's brief is due three weeks before oral argument and appellants' one week prior. Case involves the legality of 1949 FCC rules governing giveaway programs. ABC, CBS and NBC appealed to court in New York, claiming rules went beyond Lottery Law provision. The court ruled in the networks' favor earlier this year [B•T, Feb. 9].

MIAMI GETS GRANT AS EDUCATIONAL VHF

FCC's grant to Lindsay Hopkins Vocational School is 26th educational station granted. Another vhf grant went to Lake Charles, La., after applicants merged and two uhf authorizations, for Cumberland, Md., and Pittsfield, Mass., announced.

MIAMI received its second vhf television station last week as FCC granted educational ch. 2 to the Lindsay Hopkins Vocational School of the Dade County Board of Public Instruction. It was the 26th educational grant.

WTVJ (TV) Miami is operating on vhf ch. 4.

Following a merger proposal between two applicants at Lake Charles, La., FCC granted vhf ch. 7 to KPLC there. The station has given option for 50% interest to Sowela Television Inc. principals Sara M. Anderson, owner of KLOU Lake Charles, and C. R. Grein. Sowela dismissed its competitive bid.

KTAG (TV) Lake Charles is assigned uhf ch. 25.

Two uhf authorizations were announced, the first for their communities. Ch. 17 was issued to WTBO Cumberland, Md., after dropout by WDYK there and ch. 64 was granted to WBEC Pittsfield, Mass., after dismissal of a competitive application by WBRK Pittsfield.

Application of WLAP Lexington, Ky., for uhf ch. 27 was designated for hearing in Washington on Dec. 11. FCC explained the proposed tv site may interfere with the functioning of the Commission's monitoring station at Lexington. Earlier, ch. 27 competitor West-Bingham Television Co. dismissed its application.

Details of the new tv grants follow:

Miami, Fla. — Lindsay Hopkins Vocational School of the Dade County Board of Public Instruction granted CP for noncommercial, educational vhf ch. 2; effective radiated power 13.8 kw visual and 6.92 kw aural; antenna height above average terrain 280 ft.

Lake Charles, La. — Calcasieu Bcstg. Co. (KPLC) granted vhf ch. 7; ERP 51.3 kw visual, 27.5 kw aural; antenna 440 ft. Granted subject to any future action FCC may take upon option agreement with Sara M. Anderson and C. R. Grein for 50% interest.

Cumberland, Md. — Maryland Radio Corp. (WTBO) granted uhf ch. 17; ERP 19.1 kw visual, 9.55 kw aural; antenna 1,010 ft.

Pittsfield, Mass. — Western Massachusetts Bcstg. Co. (WBEC) granted uhf ch. 64; ERP 17.4 kw visual, 8.71 kw aural; antenna 930 ft.

Second uhf station for Erie, Pa., was in prospect last week as the ch. 66 application of Erie Television Corp. was dismissed. This left in the clear and in hearing status the ch. 66 bid of WLEU Erie. Uhf ch. 35 earlier was awarded Great Lakes Television Co. WICU (TV) operates there on vhf ch. 12.

Sole applicant for uhf ch. 64 at Lexington, Ky., WLEX there, dismissed its bid last week. Similarly, WAPF McComb, Miss., dropped its application for uhf ch. 31, leaving the channel open.

The Commission also cancelled the construction permit of WSEE-TV Fall River, Mass., for uhf ch. 46, surrendered by the applicant [B•T, Nov. 9]. FCC has not formalized the deletion of WBGT (TV) Richmond, Ky., which also turned in its authorization for uhf ch. 60. Post thaw dropouts now total 22.

KMOX ANNOUNCES A RATE INCREASE!

KMOX, The Voice of St. Louis, now commands a 50% larger average audience throughout the week than any other St. Louis radio station—and a *71.7% larger audience* during the daytime.*

Reflecting this unchallenged dominance of the St. Louis market (the nation's 9th largest, which has increased 25.2% in radio families since the last rate card), KMOX announces an increase in its daytime rates effective December 13, 1953.

With this natural increase, KMOX will continue to be the best and most *sales-effective* buy in the St. Louis area, as it has been for the past 28 years. For details and availabilities, call us or CBS Radio Spot Sales.

50,000 WATTS · CBS OWNED KMOX

REPRESENTED BY CBS RADIO SPOT SALES

*Pulse, January-August 1953

New Navy 1,250 kw Trans., RCA-Built, Bows Wednesday

Brig. Gen. David Sarnoff is to take part in ceremonies dedicating the $14 million 'world's most powerful' radio station located at Jim Creek Valley, Wash.

A 1,250 kw radio transmitter, described by the U. S. Navy as "the world's most powerful," has been built for the Navy by RCA.

The station, located at Jim Creek Valley, Wash., 55 miles northeast of Seattle, will be dedicated formally Wednesday. The Naval radio station, on which the Government has spent an estimated $14 million, operates in the very low frequency range, the Pentagon told B•T last Thursday.

The signal will be strong enough to contact any U. S. surface vessel, airplane or submarine in any part of the world, the Navy said.

Formal disclosure of the powerful transmitter and dedicatory ceremonies at which Brig. Gen. David Sarnoff, RCA-NBC board chairman, is slated to speak, was expected before B•T's publication today (Monday).

Gen. Sarnoff also will open the transmitter Wednesday by tapping out a message on a wireless key to all U. S. Naval ships and vessels at sea. The message will be from Admiral Robert B. Carney, Chief of Naval Operations, who also will speak at the station's debut.

The $14 million figure mentioned includes cost of land, cutting through mountains, installation and other work. The cost of the transmitter was only a small part of the money spent, it was noted.

The Navy said the antenna, designed by RCA, is the largest ever constructed. A series of cables hung from two towers, each located at the top of a mountain and anchored to the valley floor, highlight the antenna engineering.

The Navy's fact sheet said more than 150,000 feet of steel and copperweld cable were used in the antenna and more than 200 miles of copper wire (grounded to the transmitter) are underground at the site.

Other details: 27 flat cars were used to ship the transmitter and antenna from RCA's Camden, N. J., plant. Some 175 other firms supplied parts and components for the gigantic assembly.

The Navy in 1946 asked for bids to construct the station. RCA was awarded the contract in 1947. Thus, the Naval station was more than six years in the building, although RCA finished the transmitter in three years. It took two more years to install the transmitter.

Dedication is slated for 11:30 a.m. Pacific Time. Also to speak are Rear Admiral Allan E. Smith, Commandant of the 13th Naval District in Seattle and Rear Admiral William B. Ammon, Director of Naval Communications.

RCA executives at the ceremony, besides Gen. Sarnoff, will be Harold P. Maag, vice president and western manager, RCA Victor; John West, NBC vice president in charge of Western Division; Francis Engle, assistant to vice president in charge of engineering products, RCA Victor, and J. C. Walters, chief supervisory engineer, RCA Victor.

'Humility' Is Taboo

WHEN Democratic candidate for the New Jersey governorship Robert B. Meyner was drafting his victory statement last fortnight he wanted to use the word "humility." Radio-tv savvy campaign managers blue-pencilled the word, forbade him to use what they considered an expression that had become a byword following the Arthur Godfrey-Julius La-Rosa rhubarb.

Fm Relay Band Action

FCC has made final rule-making providing for fm inter-city relay stations in the 940-952 mc band for network operation where suitable common carrier facilities are not available, provided no harmful interference is caused to broadcast studio-transmitter link stations operating in that band. The provision becomes effective 30 days from publication in the *Federal Register*.

Webster Talks to IRE

FREQUENCY conservation was the theme of FCC Comr. Edward M. Webster's talk before the Professional Group on Vehicular Communications of the IRE in Boston last Thursday. Referring solely to the land mobile services, Mr. Webster discussed new methods of allocation, channel splitting, development of the 450-460 mc band, and equipment standards. He made no mention of reallocating any of the broadcast frequencies.

FTC Examiner Dismisses Second 'Free' Complaint

FEDERAL Trade Commission Hearing Examiner Abner E. Lipscomb has dismissed an FTC complaint against Doubleday & Co., New York publishing firm, charging deceptive use of the word "free" in its book club advertising. It was the second such dismissal on the same grounds within weeks, FTC having dismissed a similar charge against Walter J. Black, a book club operator, in a softening of FTC policy of use of "free" [B•T, Sept. 28].

The new FTC policy on "free" authorizes use of the word to describe merchandise given without charge with purchase of other merchandise provided the advertiser makes clear that the recipient must purchase the latter. Mr. Lipscomb, refusing an unqualified dismissal because of "public interest," gave the FTC 30 days to institute new proceedings against Doubleday after an FTC attorney offered to prove the firm did not "reveal clearly and conspicuously" that there were other obligations to receipt of the "free" book.

Groner to Private Practice

SAMUEL B. GRONER, who resigned Nov. 6 as legal assistant to FCC Comr. Frieda B. Hennock, announced last week he is entering private law practice (to include radio-tv) at Washington, D. C., and Silver Spring, Md. Present business address is 413 Mansfield Rd., Silver Spring.

KCMO SALE AMONG FCC APPROVALS

More than a dozen station changes received Commission sanction in last week's bumper crop of transfer grants.

MORE than $6 million worth of radio-tv properties traded hands last week as FCC approved several station sales including KCMO-AM-FM-TV Kansas City, WWNC Asheville and jointly KFYO-TV Lubbock-KGNC-TV Amarillo.

KCMO-AM-FM-TV was sold by co-owners Lester E. Cox and Tom L. Evans for $2 million to Meredith Pub. Co. [B•T, Oct. 5]. Meredith publishes *Better Homes & Gardens* and *Successful Farming* and operates WHEN (TV) Syracuse, WOW-AM-TV Omaha and KPHO-AM-TV Phoenix.

WWNC and the associated *Asheville Citizen-Times* were sold for $2,286,775 to the Roger C. Peace interests in Greenville, S. C., including WFBC there and the *Greenville News* and *Piedmont*. Mr. Peace is former U. S. Senator from South Carolina.

The Greenville News-Piedmont Co. becomes 100% owner of the Asheville Citizen-Times Co., which is renamed Asheville Citizen-Times Pub. Co. The Asheville station and paper are sold by James G. Adams and Robert S. Webb, trustees under the will of Charles A. Webb, and by Don S. Elias, president of WWNC. The Peace group is 37.5% owner of WMRC Inc., grantee for vhf ch. 4 at Greenville in a merger involving WFBC and WMRC. WWNC is applicant for ch. 13 at Asheville.

Construction permits for KFYO-TV and KGNC-TV are assigned from Plains Radio Broadcasting Co. to its parent firm, Globe-News Pub. Co., which held 81% interest. The Globe-News Employes Pool held 19%. Intercompany transaction of $1 million is involved, FCC indicated.

The Commission approved sale by Thomas E. Sharp of his one-third interest in KFSD-AM-FM-TV San Diego, Calif., for $351,984 to Harrison G. Sloane and associates, voting trustees for a group of stockholders in T. B. C. Television Co., former ch. 10 competitor which withdrew for one-third option in the KFSD operations.

Other station sales approved by the Commission included:

KIOA Des Moines—Assignment of license from Independent Broadcasting Co. to Town & Farm Co. for $150,000 [B•T, Oct. 12].

WOL-AM-FM Washington—Assignment of license from Peoples Broadcasting Corp. for $125,000 to Washington Broadcasting Co., headed by Henry Rau and Charles Dillon [B•T, Oct. 19].

WLOF Orlando, Fla.—Transfer of control of Hazelwood Inc. through sale by William J. and Walter C. Shea for $149,257 to principals in WGAY Silver Spring, Md. [B•T, Oct. 19].

KJAN Atlantic, Iowa—Assignment from George Basil Anderson for $27,500 to Nishna Valley Broadcasting Co.

WAUG-AM-FM Augusta, Ga.—Assignment to new partnership of Garden City Broadcasting Co. with Melvin C. Purvis giving up 50% holding for $5,000.

KBIM Roswell, N. M.—Assignment from Radio Station KBIM to Taylor Broadcasting Co. for $55,000.

KVLB Cleveland, Tex.—Assignment from Cleveland Broadcasting Co. to Harvard C. Bailes who acquires remaining 40% for $8,452.

WLBK DeKalb, Ill.—Transfer of control of DeKalb Radio Studios Inc. through sale by Arthur J. Krupp and associates for $55,000 to Arnold M. Fredericks and associates.

WRJM Newport, R. I.—Transfer of control of Aquidneck Broadcasting Corp. to Milton E. Miller for $22,500.

WSKY Asheville, N. C.—Transfer from Carl L. Bamford estate to Zeb Lee for $43,575.

WHTB-AM-FM Talladega, Ala.—Transfer from R. A. Davidson to Talladega News Pub. Co. for $35,000.

a LAUGH for every week in the year!

52 half-hour film hits for local and regional sponsorship

the Abbott and

Costello show!

filmed expressly for television in Hollywood . . .

26 new films just completed! The ABBOTT AND COSTELLO Show is now set to provide alert local and regional sponsors with a total of 52 big-marquee comedy hits, *plus* the cash-register power of selling by TV.

- PROVEN BY RATINGS . . . a show which has been consistently hitting top ratings all over the country.
- PROVEN BY EXPERIENCE . . . a show which dozens of blue-chip advertisers have found as the ideal answer to their TV problems.
- PROVEN BY ALL AUDIENCES . . . because ABBOTT AND COSTELLO are as wonderful for the kids as they are for adults in literally millions of homes.

In San Francisco 25.0 Pulse

In New York 18.0 Pulse

In Columbus 29.0 ARB

In Philadelphia 21.5 Pulse

Contact your nearest MCA-TV office for further information TODAY!

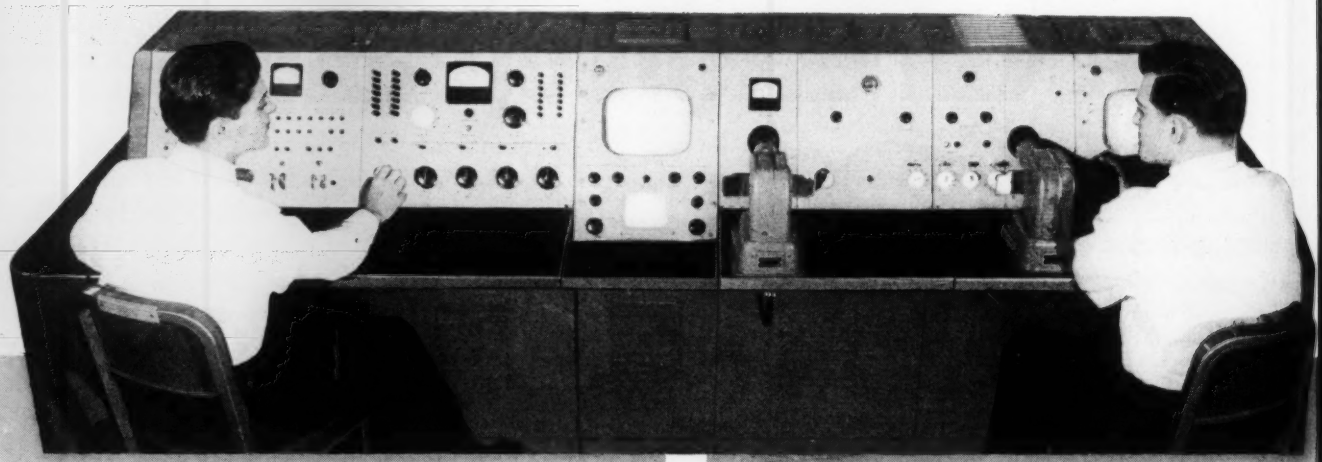
another advertising *SHOWCASE ON FILM* from

MCA-TV *Ltd*

NEW YORK: 598 Madison Avenue — PLaza 9-7500
CHICAGO: 430 North Michigan Ave. — DElaware 7-1100
BEVERLY HILLS: 9370 Santa Monica Blvd. — CRestview 6-2081
SAN FRANCISCO: 105 Montgomery Street — EXbrook 2-0822
CLEVELAND: Union Commerce Bldg. — CHerry 1-6010
DALLAS: 2102 North Akard Street — PROspect 7536
DETROIT: 1612 Book Tower — WOodward 2-2604
BOSTON: 45 Newbury Street — COpley 7-5838
MINNEAPOLIS: Northwestern Bank Bldg. — LINcoln 7883
ATLANTA: 611 Henry Grady Bldg. — LAmar 6750

Federal TV

complete station control with only 2 operators



TRANSMITTER CONTROL CONSOLE

The Transmitter Control Console, supplied with *Federal* VHF and UHF transmitters, includes complete transmitter supervisory control, *plus* these two important advantages:

(1) A two-channel video switcher (for the Poly-Efex Scanner output and network feed, in the case illustrated.)

(2) A four-channel audio switcher that may be preset and switched simultaneously with the video.

This means that the operator can perform transmitter supervision, audio/video switching and—most important—still have sufficient free time available for changing film reels and loading turntables.

POLY-EFEX SCANNER

The Poly-Efex Scanner, including two self-contained high-quality slide sources, a four-channel video switcher and a special effects section, is the *"Master Control"* of the small station.

The scanner operator can insert slide information, switch programs (either fades or lap dissolves—automatically or manually), check resolution and set levels, *plus* insert and control numerous special effects, superpositions, montages, wipes, and a wide variety of unique presentations heretofore available only with additional specialized equipment.

Slides, film, studio and network—*all* your program sources—can be easily handled by this *two-man team*!

One TV package from *Federal*

has everything you need for the finest Station and Studio facilities
. . . including Mobile Units and Microwave Radio Relay Links

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WICC-TV Bridgeport, Connecticut . . . This ultra-modern UHF installation was completely Graybar supplied—transmitter, antenna, tower, transmission, cameras, microphones, and all control equipment.

It illustrates the compactness and economy made possible by TV equipment designed specifically to meet the needs of stations which must operate at a profit even in small- and [illegible] sized markets.

Everything you need for complete TV or AM station installations. Just as with WICC-TV, Graybar can supply everything needed to put *you* on the air . . . and keep you there.

Experienced Graybar Broadcast Equipment Representatives will be glad to help out with specifications and prices, and, if you desire, prepare a complete packaged proposal covering all the equipment needed for your particular station requirements.

Call Graybar first—it's the most efficient way to get everything electrical when and where you need it. *Graybar Electric Company, Inc. Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, N. Y.*

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EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

via GraybaR

IN OVER 100 PRINCIPAL CITIES

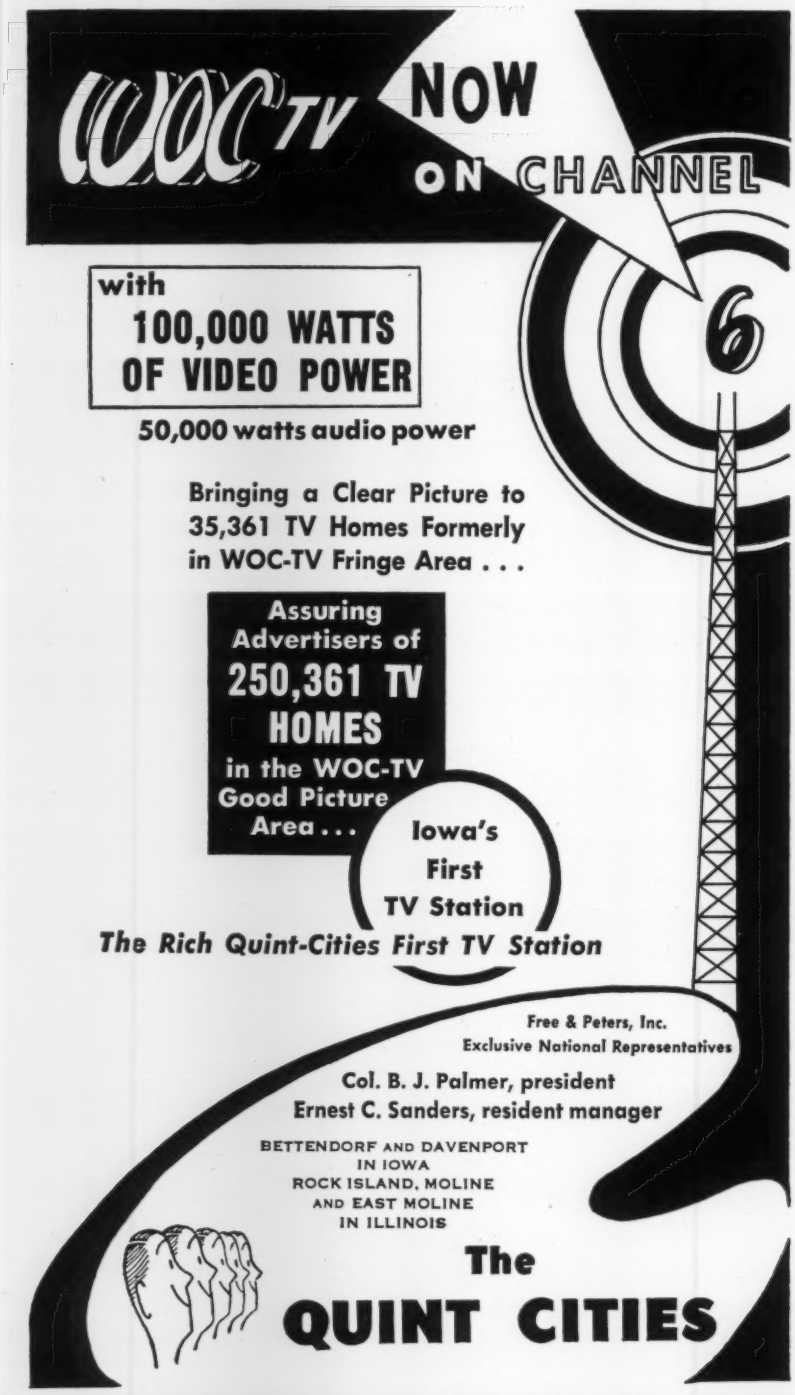
Cooper Urges President Make Radio-Tv Reports

SEN. JOHN S. COOPER (R-Ky.) wants President Eisenhower to give a series of reports to the people via radio and television.

The Senator last week urged the reports to give the people "the straight facts" about the Republican Administration's policies. Sen. Cooper talked to the Chief Executive about the idea at the White House. The Kentucky legislator said he told Mr. Eisenhower "there is general failure on the part of the people to understand what is being done in Washington." Subjects he stressed for the President to consider were farm, fiscal and defense issues. He said there was no Presidential commitment but that his suggestions were well received.

Truman to McGrath

FORMER President Harry S. Truman in noting the appointment of J. Howard McGrath, former U. S. Attorney General, as executive vice president of Edward Lamb Enterprises [B•T, Oct. 26] wrote Mr. McGrath Oct. 30 in part: "I congratulate that organization on obtaining you to run the show. I know you will have a grand and successful time with that organization and I hope that sometime when you are out in this part of the world you will stop in to see me. I'll buy you a lunch." Lamb Enterprises controls various broadcasting and manufacturing companies.



KIRO Asks FCC Dismiss Tardy Competitors' Bids

Seattle station says KXA and KVI applications for ch. 7 should be dropped by reason of their being late in replying to McFarland letters.

CHARGING that delay by competitors in the answering of FCC's pre-hearing McFarland letters gives them unfair opportunity to study its own timely reply, KIRO Seattle wrote FCC last week urging dismissal of the vhf ch. 7 applications of KXA and KVI.

KIRO cited the relatively new provision of the MacFarland letter now sent to competitive tv applicants by the Commission which warns that FCC has the authority under Sec. 1.381 to dismiss a bid where a reply is not filed within the allotted time [CLOSED CIRCUIT, Nov. 9].

KIRO contended the deadline was Nov. 4 and only its own reply was on hand. At the last minute on Nov. 5, KIRO stated, "KXA filed what it characterized as a 'preliminary response' to the McFarland letter" which notified FCC "its principal stockholder, Robert Gaylord Sr., had 'recently died'" and hence could not submit a complete amendment by Nov. 4.

KIRO said Mr. Gaylord died Aug. 4, two months before the McFarland letters were sent and contended the incident was not even at issue in the letter to KXA.

KIRO asserted the Commission did not hear from KVI until Nov. 9 when KVI explained its president had been ill and the response was delayed. KVI filed an amendment that day it was reported.

KIRO told the Commission its opponent "have had the opportunity to revise their plan to meet our proposals. In fact, we have bee informed that the other parties at the last min ute changed their transmitter sites to the san hill that we propose."

Saul Haas, KIRO president-general manager, told B•T his staff had to work "24 hours a day for two weeks" to meet the deadline. He feared allowance of delayed replies would result in "bidding" practice among applicants.

FCC Answers CBS Appeal On KBIG Program Authority

MAINTENANCE of the status quo is in the public interest, the FCC said last fortnight in a brief filed with the U. S. Court of Appeals in Washington. The brief was in answer to an appeal by CBS from a Commission decision which refused to revoke program authority granted KBIG Avalon, Calif., operating with 10 kw daytime on 740 kc [B•T, Sept. 28, Aug. 10, June 15]. KBIG also filed an answer to the CBS argument.

FCC said that until the hearing scheduled on KBIG's license application is decided there is no way of determining whether there is harmful interference to CBS-owned KCBS San Francisco, operating on the same frequency. CBS alleged that KBIG cuts into its protected contour. Previously, KMPC Los Angeles also claimed that there was 25 uv/m contour overlap between it on 710 kc and KBIG. KBIG denied each of those claims and its license application was set for hearing on those issues.

License hearing before FCC Examiner Herbert Sharfman began last fortnight with a pre-trial conference. Pending is a KBIG request that the KCBS and KMPC license renewal applications be consolidated in the same hearing.

BRAUM QUITS FCC; JOINS JCET TODAY

CYRIL M. BRAUM, chief of the FCC Television Facilities Division, today (Monday) joins the Joint Committee on Educational Television as a member of the consultant staff. He will provide general engineering assistance to educational tv channel applicants, according to Ralph Steetle, JCET executive director, and will be available to consult with engineers employed by educators to prepare station applications as well as to keep educators posted on tv technical developments.

Mr. Braum

Mr. Braum joined FCC in 1937. He took an active part in the allocation of frequencies in the fm band as chief of the Fm Division and had a major role in processing educational and commercial tv applications. He will also be available as engineering consultant for the National Citizens Committee for Educational Television, which contacts the general public.

Examiner Proposes Denial Of KIRV (TV) Extension

INITIAL decision proposing to deny for default the application of Mountain States Television Co. for additional time to build its proposed KIRV (TV) Denver, on uhf ch. 20, was issued last week by FCC Hearing Examiner Elizabeth C. Smith.

The Commission's action came after the permittee failed to appear Oct. 29 at a scheduled hearing on its application for additional building time.

Decision marks the Commission's most decisive effort to date to hold accountable post-freeze tv permittees who have shown little progress during the eight months construction period allowed in their original grants [B•T, Aug. 17].

KIRV was the first permittee, according to FCC records, to be sent a McFarland letter concerning its extension application. Under the McFarland procedure the station then has 30 days in which to reply and submit more detailed reasons for its delay in building the facility.

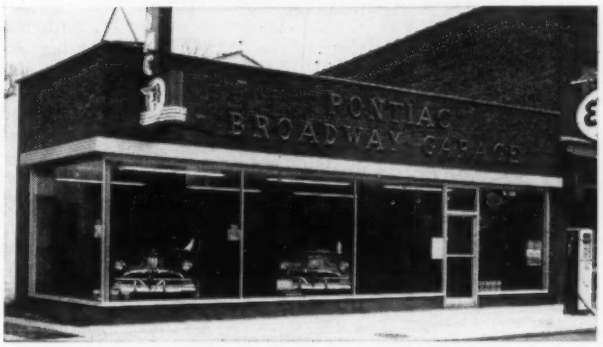
The initial decision stated that after FCC consideration of KIRV's reply to the McFarland letter it "was still unable to conclude that the applicant has been diligent in proceeding with construction or has been delayed in commencing construction by causes not under its control."

The initial decision noted that although the uhf outlet had been authorized Sept. 18, 1952, no construction had been started and orders for equipment had not been placed.

Johnson Recuperating

SEN. EDWIN C. JOHNSON (D-Colo.), ranking Democrat on the Senate Interstate & Foreign Commerce Committee, was reported last Thursday to be resting comfortably in a Denver hospital. He had suffered a mild attack of pleurisy while in Alamosa, Colo., to address a Democratic meeting Tuesday and was flown to Denver. It was believed the Senator, who was taking no telephone calls, would rest at the hospital for a few days.

This is the
Pontiac Broadway Garage
Kingston, New York



This is what
its owner says

"For more than three years I have sponsored Fulton Lewis, Jr. on WKNY, Kingston, N. Y. The broadcasts have not only given me deep personal satisfaction, but have attracted many people to our showroom who have expressed appreciation for our sponsorship. Traffic created as a direct result of this radio program proves conclusively that Fulton Lewis, Jr. delivers consistently."—Emil G. Boessneck, President, Pontiac Broadway Garage, Inc.

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available to local advertisers at local time cost plus low pro-rated talent cost. Currently sponsored on 364 stations by more than 750 advertisers (among them 64 automotive firms), the program offers a tested means of reaching customers and prospects. For availabilities, check your Mutual outlet—or the Cooperative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

FCC EXAMINERS PROPOSE 3 NEW TVs

Initial decisions would grant vhf ch. 10 to KFBK Sacramento, Calif., a McClatchy outlet; vhf ch. 13 to WGAN Portland, Me., a Gannett station; vhf ch. 7 to KLYN Amarillo, owned principally by Richard G. Hughes.

GRANTS for three new tv stations are proposed in initial decisions issued last week by FCC hearing examiners.

The initial decisions propose to grant vhf ch. 10 to KFBK Sacramento, Calif.; vhf ch. 13 to WGAN Portland, Me., and vhf ch. 7 to KLYN Amarillo, Tex.

At Sacramento, while simultaneously denying the competitive application of Sacramento Telecasters Inc., FCC Hearing Examiner Thomas H. Donahue found that both applicants "meet minimum qualifications . . . and were it not for their mutually exclusive character each could be granted."

The examiner concluded that the determinative factor in giving preference to KFBK is the long record of service in the public interest demonstrated by McClatchy Broadcasting Co., licensee of KFBK. He said in part:

"The foregoing record of technical expertise, improvement of facilities, experimentation with new developments and media, willingness to enter new fields, disposition to keep faith with audience at financial loss, initiative and cooperation concerning such problems as national defense and allocation of channels, desire for accurate knowledge of listener preferences and requirements, and civic activity, coupled with the fact that it has lived up to its obligations programwise, amply support McClatchy's contention that it is entitled to preference because of its long history of operation in the public interest. We might add that, in our opinion, the above record, viewed in its entirety, is symbolic of the type of activity that has made radio the great medium it is today. To those who would say such activity has been dictated by self-interest we reply that, if so, it has been an enlightened self-interest and highly beneficial to the public."

With reference to diversification of media of mass communication, the initial decision stated that "the basic question here is whether an existing licensee of multiple radio facilities and the holder of large newspaper interests should prevail over an applicant composed, in the majority, of public spirited businessmen, who, entering the broadcast field for the first time, propose an entirely unobjectionable operation. We believe that under the facts in this case the former should prevail."

In commenting on the Commission's policy of preferring, on a number of occasions, nonnewspaper applicants over newspaper applicants and newcomers to the field over existing licensees, Mr. Donahue said, "Diversification is not an end in itself and where monopoly, or the threat of monopoly, does not exist such precedents lose force."

At Portland, the proposed grant to WGAN by FCC Hearing Examiner Claire W. Hardy was cleared by the dismissal a fortnight ago of the competitive application of Murray Carpenter & Assoc.

The dropout by Mr. Carpenter was in consideration of the agreement with Guy Gannett Broadcasting Services, licensee of WGAN, to purchase WGUY-AM-FM in Bangor, Me. from the latter for $45,000. The sale was approved last Monday by FCC and Mr. Carpenter has filed for vhf ch. 2 in Bangor, his home town.

At Amarillo, the proposed grant to KLYN by FCC Hearing Examiner Claire W. Hardy was cleared by dismissal of the competitive applications of Charles Henry Coffield doing business as Panhandle Television Co. and Louise May Harrison doing business as The Texan Telecasting Co. KLYN agreed to reimburse Texan Telecasting Co. $7,750 for out-of-pocket expenses in connection with its bid. No consideration was paid to Panhandle Television.

McClatchy Broadcasting is a wholly owned subsidiary of McClatchy Newspapers with identical officers and directors. Principals include President Eleanor McClatchy (33⅓%), Vice President and Secretary-Treasurer Charlotte Maloney (33⅓%), Director James B. McClatchy (11.11%). McClatchy is also owner of KMJ-AM-FM-TV Fresno, Calif., KERN Bakersfield, Calif., KWG Stockton, Calif., KOH-AM-FM Reno, Nev. and KBEE Modesto, Calif.

Principals in Sacramento Telecasters Inc. include President William P. Wright (10.26%), real estate owner, Vice President John H. Schacht (15.38%), owner KMOD Modesto, Calif., and Allan W. Pollock (5.13%), owner KTTV (TV) Hollywood.

Principal owner of WGAN is President Guy P. Gannett, who holds 39.9% of stock in Guy Gannett Publishing Co., which in turn owns 99% of Guy Gannett Broadcasting Services. Guy Gannett Publishing Co. owns *Portland Press Herald*, and *Express*, *Kennebec Journal*, Augusta, Me., and *Waterville Sentinel*.

Principals in KLYN include President Richard G. Hughes (98%), owner of KHUZ Borger, Tex., Vice President Howard Roberson, Secretary-Treasurer Troy Curlee and Estate of Clyde K. Bowman (2%).

7 New Am Stations Authorized by FCC

SEVEN new standard stations were authorized by FCC last week. Two existing stations won approval of applications for improved facilities.

The seven new grants follow closely on the heels of FCC's approval the previous week of 11 new am stations in what was the largest group of am grants in several months [B•T, Nov. 9].

New am station at Mt. Jackson, Va., on 790 kc with 1 kw daytime was awarded to Richard F. Lewis Jr., owner of WINC Winchester, Va., WHEL Carlisle, Pa., and 60% stockholder in WFVA Fredericksburg, Va.

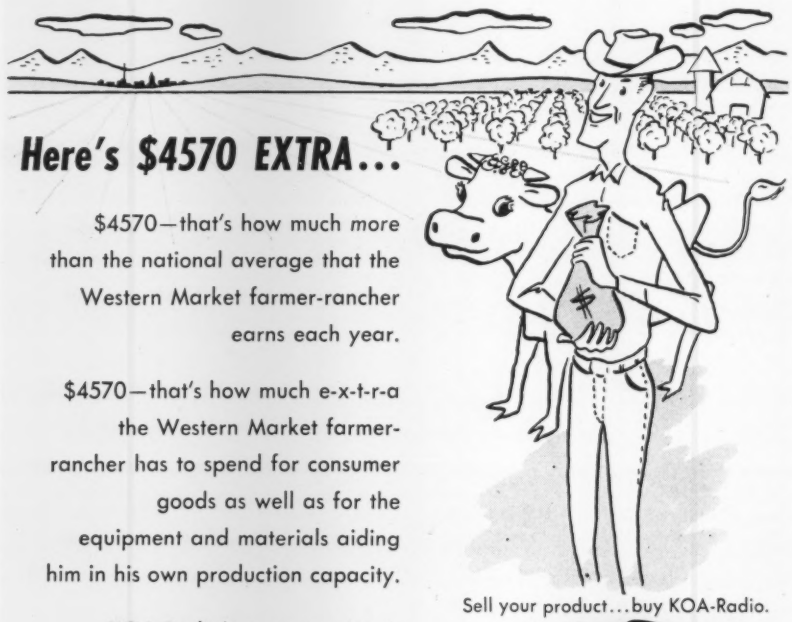
Permits also went to grantees in Ottumwa, Iowa; Alexandria, La.; Morningside, Md.; Dickson, Tenn.; Lubbock, Tex., and Springfield, Vt. Improved facilities went to KOWL Santa Monica, Calif., and KCOV Corvallis, Ore., conditioned on KWIL Albany, Ore., being licensed on another frequency.

Other details of the new grantees are:

Lee E. Baker, 1480 kc, 500 w daytime at Ottumwa, Iowa; Rapides Broadcasting Co., 1270 kc 500 w daytime at Alexandria, La.; Harry Hayman, 1580 kc, 250 w daytime at Morningside, Md.; Joe M. Macke, 1260 kc, 1 kw daytime at Dickson, Tenn.; Texas Telecasting Inc., 1340 kc, 250 w unlimited at Lubbock, Tex., and Connecticut Valley Broadcasting Co., 1480 kc, 1 kw daytime at Springfield, Vt.

Zenith Hearing Set Nov. 27

ORAL argument on whether the FCC was right in dismissing Zenith Radio Corp.'s application for Chicago's ch. 2 [B•T, April 14 et seq.] will be heard before the U. S. Court of Appeals in Washington Nov. 27. The Commission dismissed Zenith's pre-freeze application on the ground that the Chicago radio-tv manufacturer had not participated in the rule-making proceeding nor in the WBKB (TV) Chicago renewal proceeding (part of the Paramount case). The Chicago electronics firm has fought that decision in the FCC and turned to the courts after the Commission's last action turning it down again. Intervenor in the case is CBS, which bought WBKB's ch. 4 facilities, now being operated temporarily on ch. 2 under the call letters WBBM-TV.



Here's $4570 EXTRA...

$4570—that's how much *more* than the national average that the Western Market farmer-rancher earns each year.

$4570—that's how much e-x-t-r-a the Western Market farmer-rancher has to spend for consumer goods as well as for the equipment and materials aiding him in his own production capacity.

KOA-Radio's programming is aimed at the rich and ready Western Market (302 counties in 12 states).

850 KC
50,000 WATTS
CALL PETRY

Sell your product...buy KOA-Radio.

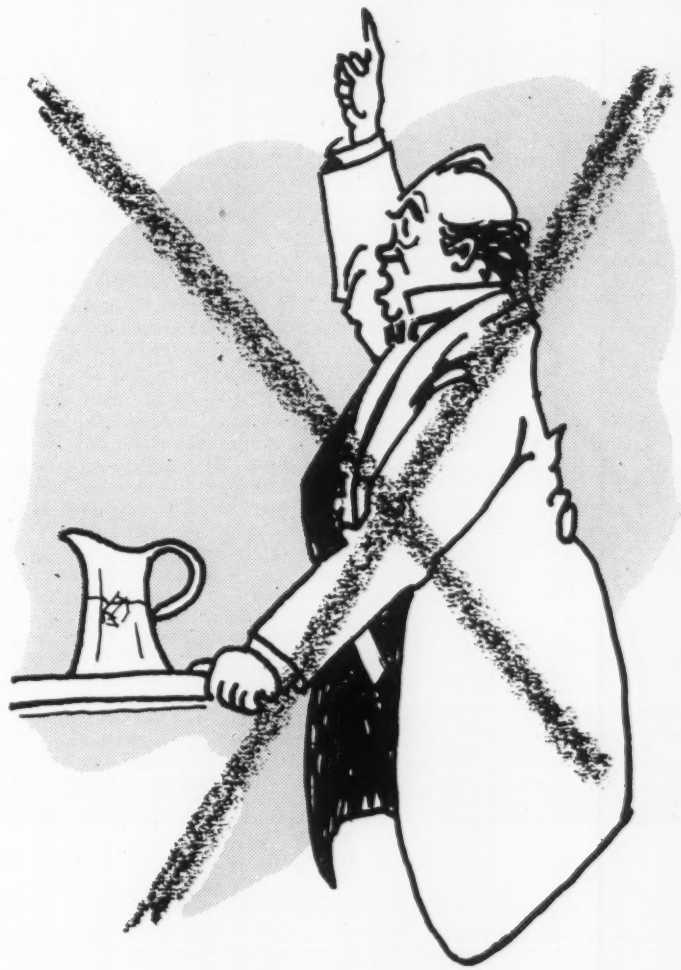
KOA
DENVER
Covers The West...*Best!*

KOA FOOD LEAGUE™
FOR FOOD ADVERTISERS: AMERICA'S MOST FOOD-CONDITIONED AUDIENCE

NO FALSE CLAIMS!

from KTLA

. . . ONLY FACTS



For over six years KTLA has been acknowledged as the leading independent television station in Los Angeles. In the face of many special *rating interpretations*, a moment's review of the ratings will prove it to you again. For example: both ARB and HOOPER for October show that KTLA ranks above *all* other independent stations more than 56% of its Class A time.

. . . But ratings are not the only measure of leadership!

KTLA has never allowed the now infamous "switch deals" to prey upon our audiences.

KTLA has always maintained *strict* NARTB time limits on all commercials to insure our audience loyalty.

KTLA has never loaded up with the triple and quadruple spots which are sure death to commercial effectiveness.

When you check all the facts, you, too, will agree that KTLA is truly the **Leading Independent Television station in Los Angeles.**

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Paramount Television Productions Inc.

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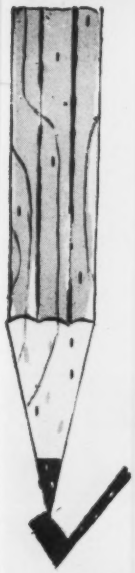
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA—THE BEST ADVERTISING BUY IN LOS ANGELES



Check First

CLEVELAND'S
CHIEF STATION

5,000 WATTS—850 K.C.
BASIC **ABC** NETWORK
REPRESENTED
BY
H - R REPRESENTATIVES

WJW
CLEVELAND'S *Chief* STATION

The TIME of Your Life—
on the
New WJAS
AM & FM

$ $ $
$ MONEY $
THE ~~SUNNY~~ SIDE
OF THE DIAL

5000 Watts
Serving the GREATER PITTSBURGH Metropolitan Area...

NATIONAL REP. —
George P. Hollingbery Co.

FCC Slates Changes For Financial Report

Comments due Dec. 7 on notice of rule making to amend licensees' annual accounting to Commission.

TEXT of FCC's notice of further rule-making to amend the annual financial report form 324 required of broadcast licensees [B•T, Nov. 9], was released last week by the Commission. Comments are due Dec. 7.

The proposal now envisions deletion of schedules 10-A and 10-B on employes and their compensation and deletion of annual report form 324-A on summary estimates of station broadcast revenues and expenses. Form 324 itself would be simplified as follows:

To be deleted: Schedule 1, general balance sheet; schedule 2, analysis of unappropriated earned surplus; schedule 2-A, analysis of undistributed profits or capital account; schedule 4, income statement; footnote, organizations from which respondent received programs; schedules 10-A and 10-B, employes and their compensation.

Schedule 3, tangible property owned and devoted exclusively to broadcast service by the respondent, would lose column B with items changed to 1. land and land improvements and buildings; 2. all other property (including transmitter, studio, office and other property); 3. total, all property (lines 1 and 2).

There would be no change in schedule 5, analysis of station broadcast revenues.

Line items of schedule 6, analysis of broadcast expenses, would be changed to read: General categories of expenses—1. technical expenses; 2. program expenses; 3. selling expenses; 4. general and administrative expenses; 5. total broadcast expenses (lines 1-4). Selected expense items (subcategories of lines 1-4 above)—6. salaries and wages, including supervision; 7. depreciation and amortization; 8. film expenses; 9. transcriptions and recordings; 10. cost of intercity and intracity program relay circuits; 11. cost of news services (other than salaries); 12. talent expenses (musicians, artists and other talent); 13. royalties and license fees relating to program material.

There would be no change in footnote on number of full and part-time employes.

Several changes in the Commission's rules are proposed to accompany the report form modifications. These are:

1. Amend Sec. 0.206(c) to read, as follows:

(c) All applications and amendments thereto filed under Title II and Title III of the Act, including all documents and exhibits filed with and made a part thereof, and all communications protesting or endorsing any such applications, authorizations, and certifications issued upon such applications; all pleadings, depositions, exhibits, transcripts of testimony, reports of examiners or presiding officers, exceptions, briefs, proposed reports, or findings of fact and conclusions; all minutes and orders of the Commission. The information filed under §1.341 and network and transcription contracts filed pursuant to §1.342 shall not be open to public inspection. The Commission may, however, either on its own motion, or on motion of an applicant, permittee or licensee, for good cause shown, designate any of the material in this subsection as confidential.

2. Amend Sec. 1.341(a) to read, as follows:

1.341 Financial report, broadcast licensees and permittees.—Each licensee of a broadcast station (standard, fm, television and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before April 1 of each year on Form 324 an operating statement for the preceding calendar year together with a statement as to investment in tangible broadcast property as of December 31 of the preceding calendar year.

3. Delete Sec. 1.341(b).

Commission Amends Rule On Daytime Skywave Cases

BECAUSE an earlier amendment inadvertently precludes action on applications of certain Class II stations for changes in night operation, FCC has further modified footnote 10b of Sec. 1.371 of its rules pending settlement of the daytime skywave proceeding [B•T, Aug. 17].

The Commission initially made the footnote change so as to "temporarily" freeze action on bids of fulltime outlets which seek different power daytime than at night on Class I channels. For some years, FCC has frozen daytime-only bids on clear channels because of the daytime skywave case.

Effective immediately, footnote 10b of Sec. 1.371 of FCC's rules reads as follows:

Pending conclusion of the proceeding in Docket No. 8333 [Daytime Skywave Case] action will be withheld on the following:

(1) applications proposing daytime or limited time assignments on any of the frequencies specified in §3.25(a) and (b) of this chapter;

(2) applications from existing daytime or limited time stations presently assigned to any of the frequencies specified in §3.25(a) and (b), of this chapter, proposing (a) a change in operation resulting in an increase in radiation towards the normally protected contour of a United States Class I station on the channel; or (b) proposing a change in transmitter location resulting in a material reduction in the distance from that station to the normally protected contour of a United States Class I station on the channel;

(3) applications for new stations, and those for changes in frequency assignment, proposing unlimited time Class II assignments on any of the frequencies specified in §3.25(b) of this chapter, which would operate differently during the day than at night;

(4) applications for changes, other than frequency, of unlimited time Class II stations on any of the frequencies specified in §3.25(b), of this chapter, where the resulting daytime and nighttime operations are different; and either (a) it is proposed to change daytime operation resulting in an increase in radiation towards the normally protected contour of a United States Class I station on the channel; or (b) it is proposed to change transmitter location resulting in a material reduction in the distance from that station to the normally protected contour of a United States Class I station on the channel.

TSN ACQUIRES KFDA CONTROL

CONTROL of KFDA and KFDA-TV Amarillo, Tex., has been acquired by Texas State Network Inc., subject to usual FCC approval, according to President Wendell Mayes, of Amarillo Broadcasting Co.

TSN acquired 75% of the stock in the radio-tv properties for approximately $550,000, Mr. Mayes said. TSN owns KFJZ Fort Worth, its key outlet, WACO Waco and KRIO McAllen. It has a tv application for ch. 11 in Fort Worth and an interest in a Waco ch. 10 application.

Sid W. Richardson, Fort Worth oil operator, is major TSN stockholder. Gene Cagle, Fort Worth, is president and one-third owner. Charles B. Jordan, Fort Worth, TSN vice president, retains individual ownership of 25% of KFDA-AM-TV. Stanley Wilson, manager of both outlets, remains as operating head, according to Mr. Cagle. He added that no changes in other personnel or policies of the stations are planned.

With Mr. Cagle through his TSN stock and Mr. Jordan through individual ownership retaining their interests in KFDA-AM-TV, the transfer results primarily in the sale of the half interest in these properties owned by Mr. Mayes and C. C. Woodson, both of Brownwood.

KFDA-TV took the air in April with 56.5 kw as a ch. 10 outlet. It has CBS-TV and ABC-TV affiliations and will start live CBS-TV service Dec. 1. KFDA's am station, an ABC affiliate, operates with 5 kw daytime and 1 kw night on 1440 kc.

a new kind of radio star

WERH — WHERE ENTERTAINMENT RATES HIGH

Marion County Broadcasting Co

5000 WATTS
970 KILOCYCLES

PHONE 3481

NATIONAL REPRESENTATIVE
JOSEPH HERSHEY McGILLVRA, INC.

HAMILTON, ALABAMA

September 22, 1953

Mr. John Stanberry, Representative,
Collins Radio Company
Dogwood Road,
Fountain City (Knoxville) Tenn.

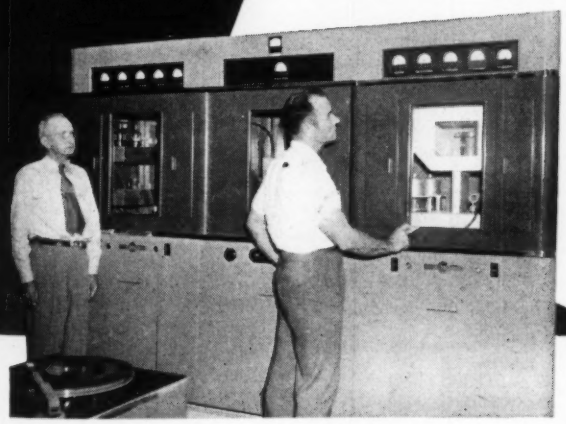
Dear John:

On completion of installation, which was quick and simple, of our new Collins 21E Transmitter on July 15th past, WERH has operated uninterruptedly on 5000 watts successfully with an unsurpassed quality signal. According to actual field signal measurements by one of Radio's outstanding consulting engineers, Mr. Claude M. Gray, we now enjoy a perfect broadcasting signal reaching 978,754 people and we are daily receiving mail from thruout the area served commending our programming and the quality of broadcast from this 21E.

Our experience with both the Collins transmitter and the Collins Radio Company personnel has been most satisfactory and absolutely trouble free. We are exceedingly happy with our new Collins and treatment of the good people who make it.

I thought you would like to know this.

Very cordially yours,
RADIO STATION WERH
HUGH J. FITE, President



Hugh J. Fite (left) and Charles B. Tucker, Chief Engineer, with WERH's new Collins 21E 5 kw transmitter.

RADIO stars with personalities aren't the only ones getting fan mail these days. This very nice letter from Mr. Hugh Fite, president of Station WERH is the kind of fan mail coming to *our* radio star, the Collins 21E 5 kw transmitter. We're pleased, of course, but not surprised. The advanced design, up-to-the minute engineering and complete reliability carefully built into the 21E can't help but give virtuoso performance. It's a top performer when it comes to operating economy and convenience too.

Contact the Collins office nearest you for complete information.

COLLINS RADIO COMPANY Cedar Rapids, Iowa

COLLINS

11 W. 42nd Street	1930 Hi-Line Drive	2700 W. Olive Avenue	Dogwood Road, Fountain City
NEW YORK 36	DALLAS 2	BURBANK	KNOXVILLE

Duluth, Milwaukee Stations Protest New Assignments

PROTESTS against the assignment of additional vhf channels to two major markets were filed with the FCC last week.

WFTV (TV) Duluth, operating on uhf ch. 38, objected to the proposals of Head of the Lakes Broadcasting Co. (WEBC) to move vhf ch. 10 to Duluth from Hibbing, Minn., on the ground that such a move would "unbalance" the channel allocations in that city, while depriving other areas of facilities already assigned. WFTV called attention to the remaining unassigned uhf channel in Duluth, suggested WEBC apply for it instead of attempting to get a vhf channel into the city. Last month the FCC set for rule-making WEBC's proposals regarding moving vhf ch. 10 or ch. 12 to Duluth [B•T, Oct. 26]. Comments were due Nov. 2, counter-comments, Nov. 12.

WCAN-TV Milwaukee (uhf ch. 25) entered an objection to the proposal by Hearst Corp. (WISN) to allocate vhf ch. 6 to Whitefish Bay, Wis., six miles from Milwaukee [B•T, Oct. 12, 5]. On much the same basis as the objection filed by the Ultra High Frequency Television Assn. [B•T, Nov. 2], WCAN-TV objected to the addition of a vhf channel to a market already being served by uhf stations. It said that of the approximately 500,000 tv receivers in the area, 150,000 were already converted for uhf reception at a cost of approximately $15 million. WCAN-TV also said it would have a 12 kw transmitter installed in 30 days, in order to boost its power.

WGMS Asks Bethesda Site As Addition to D. C.

WGMS Washington, in a unique effort to overcome limitation of daytime only operation, filed application with FCC last week for authority to build another station at suburban Bethesda, Md., which would operate only after sunset when WGMS' present transmitter leaves the air.

Key to the proposal is that WGMS' frequency, 570 kc, cannot be used full time at its present transmitter site in Falls Church, Va., because of other stations, but could be used at night at the proposed Bethesda site of Potomac, Md., the Commission was informed. Due to signal limitation at night, the principal service would be limited to Bethesda-Chevy Chase and Northwest Washington, hence WGMS would program at night for these districts, FCC was told.

Once conflicts of applications seeking nearby operations on 540 kc are worked out, WGMS stated, it is planned to move the daytime operation to the Potomac site and to request 5 kw daytime, directional, to augment the proposed 1 kw nighttime operation.

To Study Uhf Interference

RADIO Technical Commission for Aeronautics, a joint industry-government committee, plans to look into possibilities of interference to aviation navigational aids from uhf tv. A special committee, under the leadership of A. R. Applegarth, National Aeronautical Corp., is scheduled to meet in RTCA's Washington headquarters Nov. 23. It is feared, but not proven, according to RTCA officials, that harmonics from uhf tv transmitters and receivers may fall in the distance measuring equipment band (960-1215 mc), radar safety beacon band, which is due to go into service soon (1000-1100 mc) and civilian radar installations at airports (3000 mc region).

WOAI-AM-TV POST TAKEN BY GAINES

General Teleradio, Mutual executive resigns to become vice president-general manager of San Antonio stations. He succeeds Arden X. Pangborn.

RESIGNATION of James M. Gaines as vice president in charge of General Teleradio's WOR-AM-TV New York division and as a member of the boards of General Teleradio and Mutual in order to accept the post of vice president and general manager of WOAI-AM-TV San Antonio is being announced today (Monday).

In taking over the general managership of the 50 kw clear channel San Antonio station and its ch. 4 television affiliate, Mr. Gaines succeeds Arden X. Pangborn, who resigned to become editor of the *Portland* (Ore.) *Journal* [B•T, Oct. 5]. Mr. Gaines' resignation becomes effective Dec. 31 and he will take over his new duties "immediately after the first of the year," according to Hugh A. L. Halff, president of the WOAI stations.

Mr. Gaines

Thomas F. O'Neil, president of General Teleradio, who said he accepted Mr. Gaines' resignation regretfully, reported that a successor would be designated within the next two weeks.

"It is with regret that I accept Jim Gaines' resignation because in his association with General Teleradio Inc. he has evidenced unusually fine qualities of ingenuity and leadership," Mr. O'Neil asserted. "Our New York radio and television properties have progressed materially under his direction. His policies and operating plans have been most successful and it is our intention to carry on the forward impetus he has created. We most sincerely wish him well in his new undertaking in Texas."

Mr. Gaines reciprocated:

"Leaving Tom O'Neil and his associates," he said, "has not been an easy decision because under his leadership the task of running WOR and WOR-TV has been an inspiring challenge and a happy undertaking. WOR and WOR-TV are great properties and will continue as increasingly important broadcast services in the interests of the public and the advertisers."

In his move Mr. Gaines gets both the general managership and a vice presidency of Southland Industries, licensee of WOAI-AM-TV, under Southland President Halff.

Widely known in the industry, Mr. Gaines was with NBC from 1941 until he resigned as vice president in charge of the owned-and-operated stations division early this year and moved to General Teleradio's WOR-AM-TV.

Radio's Say at Court

WCTC New Brunswick, N. J., claimed a victory for radio last week in a battle for broadcast privileges in Middlesex County's Superior Court in that city. The station had made arrangements to cover swearing-in ceremonies of newly-elected county sheriffs and coroners last Tuesday, but Superior Court Judge Ralph Smalley said there would be no broadcasting or picture-taking because the ceremony was an official court proceeding participated by judges. When radio and press representatives held their ground, WCTC reported, the Deputy County Clerk announced he, rather than the judge, would swear in the designates. WCTC thereupon broadcast the proceedings—with no judges present.

Griffith Trial Set On Tv 'Bait' Ads

KTTV (TV) Los Angeles announcer William Griffith will stand jury trial Dec. 16 on a charge of false advertising in violation of the city's business and professional code after the announcer and three men connected with a vacuum cleaner firm pleaded innocent in Los Angeles Municipal Court last Monday.

They were arrested Oct. 23 by the city bunco squad after complaints of "switches" and were charged with false and misleading advertising in selling vacuum cleaners on television [B•T, Nov. 9].

Mr. Griffith, pending jury trial, was freed on his own recognizance. The three other men were released on $1,000 bail each.

Placing its legal counsel at Mr. Griffith's disposal and promising to aid him in determining proper responsibility on the sponsor, agency and station if there have been any misrepresentation or fraudulent practices, AFTRA's Hollywood board of directors declared in a statement that "the announcer cannot supervise the salesmen or control their conduct, and therefore should not be held responsible for such conduct. The publicity following Mr. Griffith's arrest has seriously jeopardized his career and it is AFTRA's purpose to obtain full restitution to his proper standing in the profession." The union termed him "an innocent bystander."

James Gleason, movie, tv and radio star, and former New York bunco squad detective, incensed at what he considered fraudulent advertising, enlisted the aid of his housekeeper and the Los Angeles police to trap the pitch salesmen by pretending to be interested in a televised offer to rent a vacuum cleaner for 50 cents per week. Police transcribed the alleged negotiations and arrested the four men.

Alleged falsity of their advertising stemmed from reports that, although offering free gifts to customers who rented the cleaners, they assertedly reneged on the offer unless the cleaners were purchased outright, according to the bunco squad.

Fm Begins in Hawaii

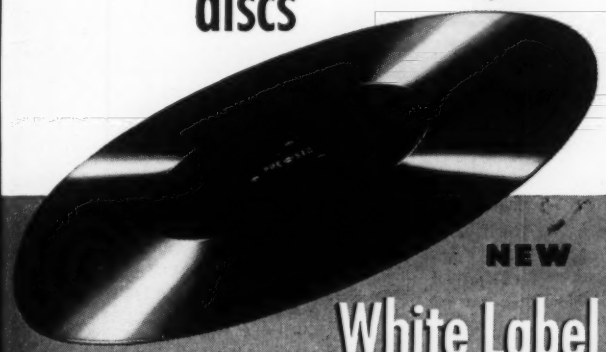
KVOK (FM) Honolulu started operation as Hawaii's first fm station with a three-hour broadcast attended by Gov. Samuel Wilder King and other government and civic officials. Owned and operated by the Kamehameha Schools, the station's schedule until Christmas calls for five hours of educational programs every afternoon and six hours of recorded music (mostly classical) in the evening. KVOK serves an estimated audience of 5,000 fm sets, according to Bob Ritterhoff, station manager.

Choose the right Presto disc for your job

Orange
Green
Brown
and now White label
Presto
discs

The choice of the right recording disc for every job is not difficult if you'll stop reading conflicting claims and listen to the experts. The nation's top recording engineers say PRESTO discs are best for performance, permanence and price.

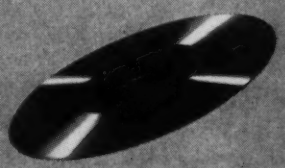
After you have made the important choice of *brand*... select the proper *grade* PRESTO disc for your use. See the box on this page for a ready reference guide. And, be sure to consider the advantages of the new PRESTO White Label disc!



NEW

White Label

The newest addition to the Presto line. Both surfaces are warranted to be useable without breaking sapphire cutting stylus. Ideal all-purpose disc.



Green Label

As Presto's finest disc. the Green Label offers consistently high quality. Virtually no surface noise even after repeated playbacks. Both sides warranted flawless.

Orange Label

A lighter aluminum base, but the same high quality lacquer makes the Orange Label disc popular as a "playback" where good quality at low cost is desired.

Brown Label

Identical to Green Label except only one side is warranted flawless. Ideal for high specification recording where only one side is to be used.

PRESTO RECORDING CORPORATION

PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
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WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

UHFs USING WPIX (TV) REBROADCASTS

New York independent's programming to be picked up, in part, by uhf outlets under a plan that offers the advantage of wider audiences for WPIX shows, while providing nearby uhf stations with better shows.

WPIX (TV) New York is launching a new type of programming operation, whereby participating uhf stations on the edge of the WPIX coverage area may pick up off the air and rebroadcast certain programs of the New York independent.

Fred M. Thrower, WPIX vice president and general manager, announced that two Pennsylvania stations already had adopted the plan and that negotiations were in progress with stations in Troy and Kingston, N. Y., North Adams, Mass., and in two Connecticut cities, among others. Talks also were being held with stations which would make off-the-air pickups from an outlet picking up WPIX's ch. 11 signal, it was reported.

WTVU (TV) Scranton President Frank Collins (l) and WPIX (TV) New York Vice President-General Manager Fred M. Thrower agree on rebroadcast by the former of certain of the latter outlet's programs.

First to sign a rebroadcast agreement, Mr. Thrower said, was Frank Collins, president of Wyoming Co., licensee of WTVU (TV) Scranton (ch. 73). WTVU is slated to carry *Parade of Sports* on three of the four nights per week that WPIX broadcasts it.

Mr. Thrower said the new operation is the first stage of a plan which will make top programs available to stations even beyond the periphery of WPIX's coverage area.

"This development not only offers many advantages to WPIX and its clients, but also to the television industry in general," he said.

"Primarily, it will give WPIX advertisers the opportunity to reach larger audiences. Secondly, it will provide many new uhf television stations with much-needed top-flight programming at low cost, which should induce viewers to convert their sets to uhf.

"Finally, [it] will enable WPIX to present more attractive programs to its own viewing audience by increasing the base over which the cost of local programming may be spread."

While *Parade of Sports*—totaling more than 100 sports events of the fall and winter season in Madison Square Garden and other arenas, and broadcast by WPIX four nights a week—is the first series being offered by WPIX in its new operation, officials said they expected other programs would be similarly offered later.

Second station slated for participation was WLEV-TV Bethlehem, Pa. (ch. 51), which WPIX officials said will start picking up *Parade of Sports* tomorrow (Tuesday) night and carry the series four nights a week.

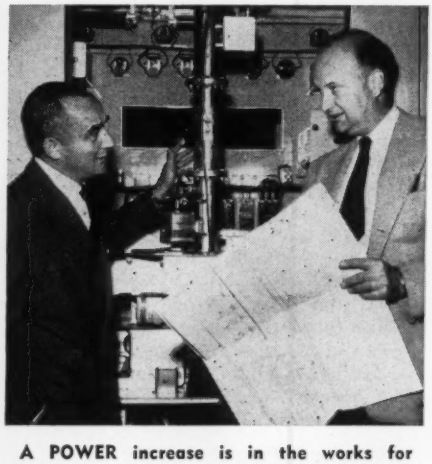
WPIX rates to its advertisers on the series, officials said, are not affected by the addition of stations. They explained that inclusion of the sponsors' commercials in the showings over other stations is a matter for negotiation between each of those stations and the sponsors. In the case of the two Pennsylvania stations, they reported, the sponsors' messages are being included. Sponsors of the events making up *Parade* include Colgate-Palmolive Co., Piel's beer, Robert Burns cigars, and Packard cars.

It was noted that the new plan will not interfere with WPIX's practice of making sports pickups in New York available to more distant stations on a "clear feed" basis (without commercials). Already scheduled for regular feeds this winter are WAAM (TV) Baltimore, WKJF-TV Pittsburgh, and WBEN-TV Buffalo.

KGO-TV Readies Boost

A GE 20 kw amplifier has been delivered to ABC's KGO-TV San Francisco, which plans an interim power boost to 120 kw, it was announced by Vincent Francis, KGO-TV manager. He added that present plans call for increasing the station to 316 kw in mid-1954 by installation of other new equipment.

Mr. Francis said that a second step in the present power increase will be the installation of a new transmission line from the transmitter to the antenna on top of KGO-TV's 508-foot tower. It is due to be installed in about 30 days.



A POWER increase is in the works for KGO-TV San Francisco. Vincent Francis (l), station manager, and Harry Jacobs, chief engineer, plan the installation of KGO-TV's new 20 kw amplifier which next month will boost the station to an interim 120 kw ERP pending conversion to maximum 316 kw next year.

WXYZ 'Pocket' Salesman

WXYZ Detroit salesmen are using radio sets as "demonstrators" to sell time. Like BAB representatives who started carrying portables around several weeks ago to "show off" their product to agencies and advertisers, each WXYZ salesman goes equipped with a portable. They time calls upon clients so they can tune in on the clients' commercials; for prospective clients they tune in to show how effectively commercials can be presented. The idea was originated by Hal Neal, assistant commercial manager, and approved by James G. Riddell, president of the ABC-owned outlet. The portables are Emerson "pocket radios" which the manufacturer terms "the world's smallest personal portable," and the WXYZ use has proved a strong promotion and sales booster in their behalf, too, according to Harold E. Karlsruber, local Emerson distributor.

WNBT (TV) Buys 204 Feature-Length Films

ACQUISITION by WNBT (TV) New York of 204 new feature length films has been announced by Hamilton (Ham) Shea, general manager of WNBC-WNBT. He noted that the package includes five British films "never before seen in a theatre or on television."

Purchase of the new package of films, according to Mr. Shea, will enable WNBT to inaugurate a policy of presenting late night, first-run features. He stated that the station would supplement the new group of films from time to time with purchases of other feature films.

The films were acquired from Motion Pictures for Television, American-British Films and Atlantic Films.

WPTZ (TV) Color Showing

WPTZ (TV) Philadelphia in a special color tv demonstration last month showed "local" advertisers and agency representatives slides and films of their own products in what the station claims was the first such showing in tv history. The video portion was carried by a microwave relay from the Philco Corp. research laboratory in Philadelphia for a distance of four miles to WPTZ downtown studios, where the demonstration was held. Three color receivers were used.

Fm Antennas Made Easy

LISTENER mailing piece explaining easy ways to install home-made antennas for fm reception has been mailed by KXKX (FM) San Francisco, affiliated with KEAR. A list of Northern California fm stations with operating information is included. The antenna material is from WUOM (FM) Ann Arbor, U. of Michigan station.

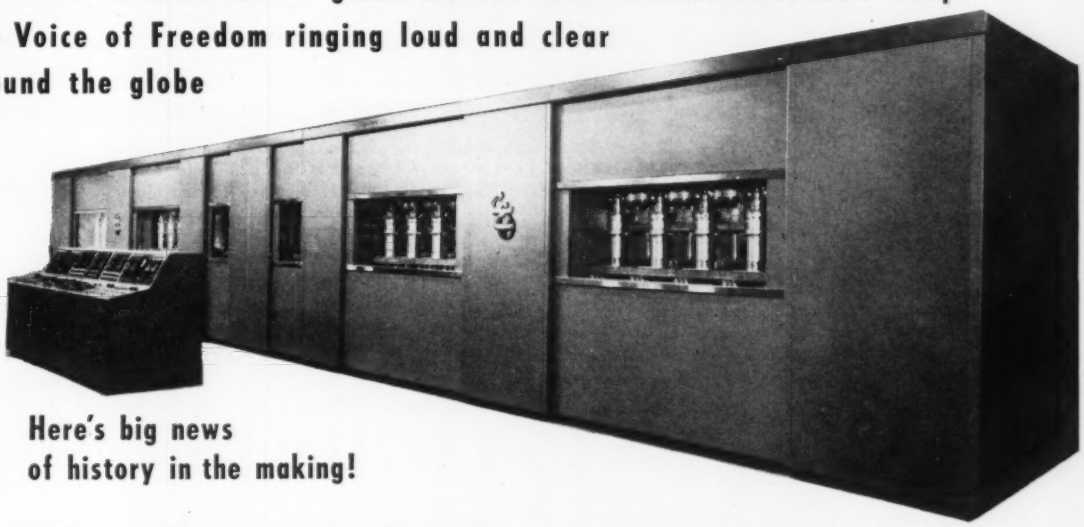
WNAC-TV Plans Boost

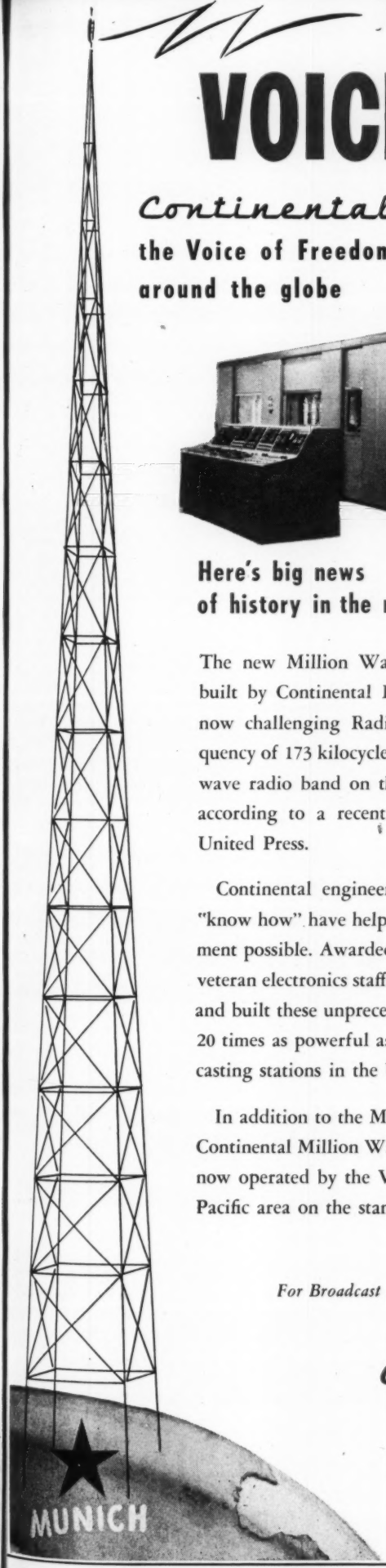
EFFECTIVE Nov. 1, WNAC-TV Boston (ch. 7) increased its power from 220 kw to 316 kw, it was announced last week by Linus Travers, executive vice president. This is the highest power approved by the FCC for the upper vhf band.

The Power behind the New

VOICE OF AMERICA!

Continental's giant Million Watt Transmitters now keep the Voice of Freedom ringing loud and clear around the globe





Here's big news of history in the making!

The new Million Watt Munich Transmitter, built by Continental Electronics of Dallas, is now challenging Radio Moscow on the frequency of 173 kilocycles, the most popular long wave radio band on the continent of Europe, according to a recent news dispatch by the United Press.

Continental engineering skill and technical "know how" have helped to make this achievement possible. Awarded a contract in 1950, the veteran electronics staff at Continental designed and built these unprecedented power plants . . . 20 times as powerful as the largest AM broadcasting stations in the U.S.A.!

In addition to the Munich station, two more Continental Million Watt Transmitters are also now operated by the Voice of America in the Pacific area on the standard broadcast band.

Continental's Super Power Transmitters are the largest and most powerful in the world!

The opening of the new, mammoth Munich station on August 15 marks an important milestone for the Voice of America in the long-waged battle of the airwaves between the United States and Soviet Russia. Now — millions of people all over Europe and behind the Iron Curtain — are listening intently to the Word of Freedom.

Continental is proud to take part in this vital American program, currently being conducted by the United States Information Agency to bring hope and enlightenment to the truth-starved peoples of Communist-dominated lands . . . and to assure that the Voice of America is not drowned out in a maze of electronic din and discord.

For Broadcast Equipment above and beyond the usual standards . . . you can rely on

Continental Electronics
MANUFACTURING COMPANY

4212 S. Buckner Blvd. ★ Dallas 17, Texas

Whitney Heads KFMB-AM-TV After Chernoff Resigns

FORMAL announcement of the appointment of George Whitney as general manager of KFMB-AM-TV San Diego to succeed Howard L. Chernoff who has resigned [AT DEADLINE, Nov. 9] has been made by J. D. Wrather Jr., president of Wrather-Alvarez Broadcasting Inc., licensee. Mr. Chernoff, veteran West Virginia and West Coast broadcaster, has not announced plans.

In announcing the changes, effective Nov. 6, Mr. Wrather said: "Mr. Chernoff's resignation was occasioned by his own personal reasons and because of the change in the nature of the office of general manager previously held by him.

"The executives and board of directors of Wrather-Alvarez Broadcasting Inc. are very happy to have Mr. Whitney with the organization," Mr. Wrather said. Mr. Whitney recently resigned as vice president for television of the Don Lee Broadcasting System to accept the general managership, Mr. Wrather said. He previously had been sales manager for Don Lee and before that was general manager of KFI and the former KFI-TV Los Angeles.

CHANGEOVER in general managership of KFMB-AM-TV San Diego involves these principals (l to r): J. D. Wrather Jr., president, Wrather-Alvarez Broadcasting Inc., licensee; Edward Petry, president, Edward Petry & Co., part-owner of the stations; George Whitney, new general manager of the stations, and Howard L. Chernoff, who has resigned the general managership.

Forjoe Names Four to Sales

ADDITION of three sales account executives to the staff of Forjoe & Co., national radio and television representatives, and of a sales promotion and research director to Forjoe-Tv Inc., television subsidiary, has been announced by the company.

Named to the sales promotion and research post was George Tichenor, formerly associate editor of *Television* magazine. New account executives in the New York office of Forjoe & Co. are Jim Theiss, previously radio and television timebuyer at Benton & Bowles, and Ed Forester, formerly radio and television timebuyer at Dancer-Fitzgerald-Sample. Herbert Jacobs, market research analyst and economist, has joined the Chicago office of the company as an account executive.

WRC-WNBW (TV) Sales Jump

WRC-WNBW (TV) Washington, NBC o&o outlets, have reported local and national business dollar volume on both outlets hit an all time high during October, with WRC sales 52% and WNBW sales 22% higher than October 1952. Times sales for both stations for the first 10 months of 1953 already have passed sales for the entire 12 months of 1952, according to Carleton D. Smith, stations' general manager, with WRC billings 13% higher and WNBW sales 8% higher than 1952.

Radio, Retailing Mix, Taylor Tells Kiwanis

THE COMMERCIAL "compatibility" of radio and retailing was stressed by J. Glen Taylor, vice president of General Teleradio and MBS, in a speech last Tuesday before the Kiwanis Club of Hazleton, Pa.

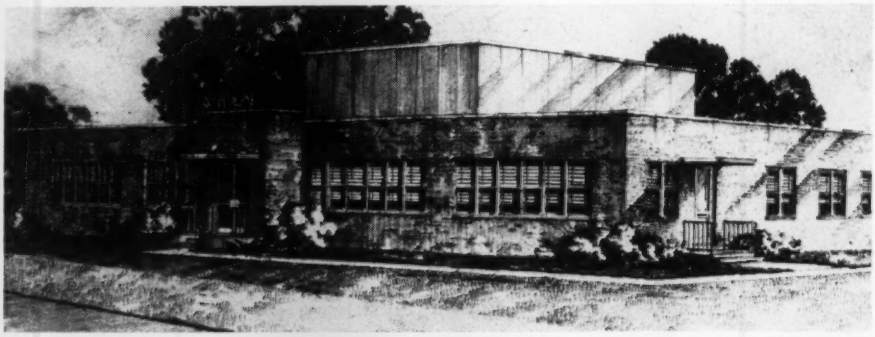
Reviewing Pennsylvania's standing in business, natural resources, and industry, Mr. Taylor observed: "It is interesting to note that Pennsylvania ranks third in retail sales and is third in radio stations."

He pointed out that people "listen to radio morning, noon, and night, all over the house, in the garden, in cars, at the beach, and on picnics, too," and voiced confidence that "the future of radio is indeed bright."

Mr. Taylor was introduced at the meeting by Victor C. Diehm, president and general manager of WAZL Hazleton and newly elected chairman of the Mutual Affiliates Advisory Committee [B•T, Nov. 9] as well as past president of the Pennsylvania Assn. of Broadcasters and past governor of Pennsylvania Kiwanis.

WDAY-TV Now at 66 kw

WDAY-TV Fargo, N. D., which since June 1 has been operating on an effective radiated power of 13 kw video, now is operating on its full authorized power of 66 kw video, 33 kw audio, the station has announced. The vhf ch. 6 station said early reports from "distant points" indicate picture and sound reception is "far better than average."



ARCHITECT'S drawing shows the proposed $200,000 radio-tv center now under construction for WHYN-AM-FM-TV Springfield-Holyoke, Mass.

WLEU Campaign Pushes Fall Billings Up 200%

WLEU Erie reported last week its fall campaign to counteract television competition in the area has proved effective, citing a 200% increase in billings since September.

In September, the station said, WLEU came under new management and instituted "more aggressive" selling, improved programming and an extension of broadcasting time from 12 to 24 hours a day. The station installed a bonus plan to stimulate sales and revamped programming, retaining only successful shows.

The new management includes Owen K. Murphy, president of Niagara Mfg. & Distributing Co., Adamsville, Pa., who has been elected president of the Commodore Perry Bcstg. service, licensee of WLEU, and Philip Hirsch, commercial manager, formerly general manager of WBUT Butler, Pa.

Television Reunion

TELEVISION is credited with helping a Hartford physician locate a former college roommate whom he has not seen in 25 years. WNHC-TV New Haven reported last week that Dr. Stevens J. Martin of Hartford viewed a program titled *The World We Live In* on the station several weeks ago and recognized Dr. C. Fa Wu in the film as a fellow student at the U. of Wisconsin 25 years ago. The station said it is attempting to locate the address of Dr. Wu in China so that Dr. Martin may correspond with him.

Paducah, Ky., Tv Clinic

COLUMBIA Amusement Co., applicant for vhf ch. 6 in Paducah, Ky., last Tuesday presented a television clinic to explore ways of bringing tv service to that city. Speakers at the sessions include E. Arthur Hungerford of General Precision Labs, L. E. Franklin of Southern Bell T&T, and Richard Hull, general manager of WOI-TV Ames, Iowa. RCA demonstrated a model television studio and closed circuit was used in a 'see-yourself-on-tv' demonstration. John W. Keiler II, vice president of Columbia Amusement, chairmanned the clinic.

WHYN Begins Building $200,000 Radio-Tv Center

GROUND has been broken for the new $200,000 studio of WHYN-AM-FM-TV Springfield-Holyoke, Mass., it was announced last week by William Dwight, president of Hampden Hampshire Corp., licensee.

Mr. Dwight said that the center will cover 7,500 square feet and will house all am-fm-tv business offices, studios and operations. The new building will contain a 40-by-50 foot tv studio among other radio and tv workrooms.

Mr. Dwight announced on Oct. 30 that Mary E. Gallagher of West Springfield, Mass., has agreed to purchase, subject to FCC approval, an interest in the Hampden Hampshire Corp. She represents the *Springfield Union, Springfield Daily News* and *Springfield Sunday Republican.*

Other stockholders in the corporation include the *Daily Hampshire Gazette* of Northampton, Mass., the *Holyoke Daily Transcript* and the *Holyoke Saturday Democrat.* Charles DeRose is general manager of WHYN-AM-FM-TV.

On the Spot

KYW Philadelphia provided fast on-the-scene coverage of the Armistice Day wreck of a commuter train there. Gordon Davis, station program manager who was riding in a train that followed two minutes behind the wrecked train, phoned in the first information to go on the air. Elmer Cummings, KYW engineer, was riding on the train. He helped remove victims from the wreck. Paul Taylor, newsman, was on the scene quickly with a tape recorder.

WBGE Isn't Going Bankrupt, Pinkerton Tells B•T on Suit

WBGE Atlanta "is not about to go bankrupt," according to Robert M. Pinkerton, president, commenting on a receivership suit filed in Fulton Superior Court by five former employes [B•T, Aug. 24].

"This was a nuisance suit," Mr. Pinkerton told B•T. "We're in business and quite solvent. We never objected to paying the five employes, who apparently wanted to throw us into receivership. We await court action. We never said we would not pay them. The story in B•T has hurt us."

WOHO 50% Completed

WOHO Toledo, which will be that city's third fulltime station, is about 50% complete, Russell Gohring, vice president-general manager of the Midwestern Broadcasting Co., licensee, has reported. WOHO is assigned 1470 kc with 1 kw, Mr. Gohring said, and will serve more than a half-million radio homes in northwestern Ohio and southern Michigan. Preliminary plans are for opening around Jan. 1.

WCMB Ups Daytime Rates

WCMB Harrisburg, Pa., on Jan. 1 will abolish its present rate card Class B time and expand Class A time to include 6 a.m. to 11 p.m. Present Class C time will become Class B time from 11 p.m. to 6 a.m. This is an increase of approximately 20% on daytime rates with evening rates remaining static, Ed K. Smith, general manager, said.

WNMP Petition Opposed By Property Owners Group

A PETITION by WNMP Evanston, Ill., for permission to construct a 400-ft. tower to accommodate its new uhf station (WTLE) has encountered stiff opposition from a property owners association in that Chicago suburb.

Angus D. Pfaff, general manager of WNMP, licensed to Evanston Broadcasting Co., asked the local zoning board of appeals to modify its 80-ft. tower limit to provide for the tv tower. The Southwestern Evanston Property Owners Assn. protested the petition on grounds it would constitute an aircraft hazard and interfere with tv reception in the area. Mr. Pfaff's appeal is under consideration. WNMP's radio tower is 185 feet high. Station was granted uhf ch. 32 last August.

Sherman, Fisher Patent Single-Tube Color System

PATENT, covering a new type of single tube color television camera and a simplified optical system, was issued last week to John M. Sherman and Ed Will Fisher, both of Minneapolis. The patent (No. 2,658,103) was assigned equally to the Messrs. Sherman and Fisher and Mid-Continent Radio-Television Inc., majority owner of WCCO-AM-TV Minneapolis. Mr. Sherman is director of engineering of WCCO-TV.

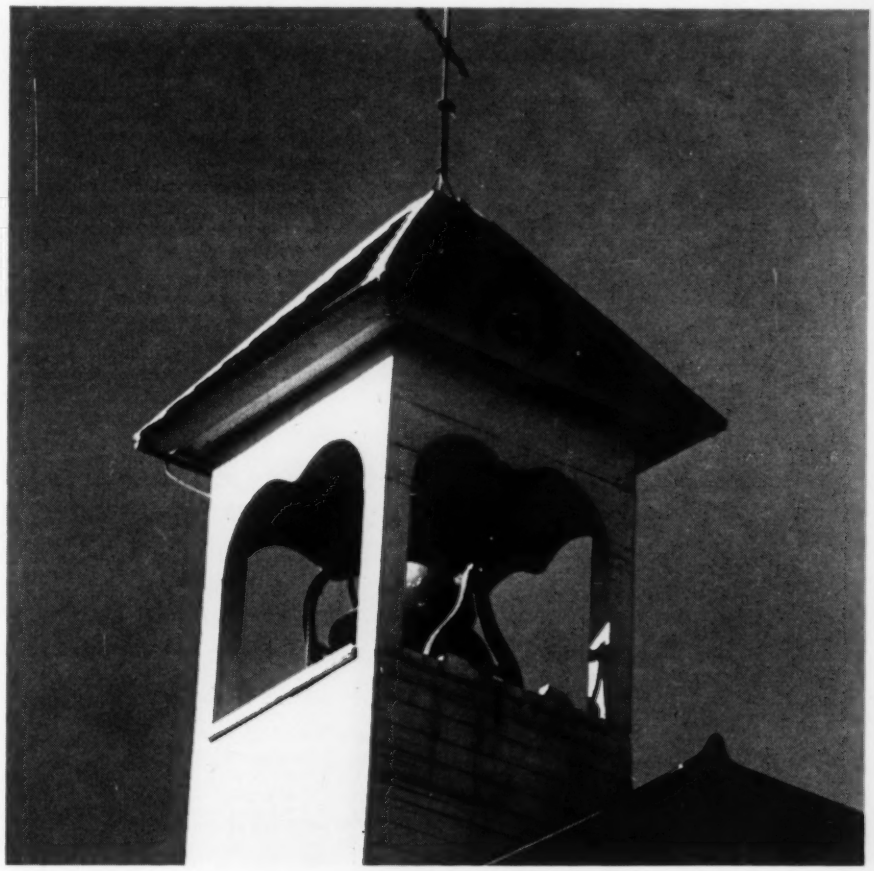
Mr. Sherman described his invention as one which could simplify the present CBS one-tube color camera, and the RCA three-tube color camera. The invention, in development for three years, Mr. Sherman said, uses a single orthicon camera tube. It has no moving parts, he explained.

The optical device, Mr. Sherman explained, produces three equal images for transmission of the red, green and blue picture information generally standard in the NTSC system.

RCA showed a laboratory model of a single-tube color tv camera at its Princeton Labs. earlier this year [B•T, April 20].

Camera Equipment Stolen

THEFT of seven tv lens assemblies and two turret mounts has been reported by KMBC-TV Kansas City. Three of the lens serial numbers are (all Eastman) EO-102-MM, LO-662-MM and RM-283-90MM, according to KMBC-TV.



WE BELIEVE

We believe when we see the unswerving faith of our farm friends and neighbors planting their fields to winter wheat which will rise in the Spring.

Our belief is reaffirmed at this Thanksgiving season as we see bins and granaries overflowing with this year's harvest that will soon feed hungry people.

We believe that WIBW has an obligation to these farm families . . . an obligation of service. That is why our entire program structure has always been geared to their *needs,* their *best interests,* their *advancement.*

We believe that our 29-year adherence to these principles has been solely responsible for making WIBW the most-listened-to station among Kansas farm families.

Ben Lindy

Gen. Mgr. WIBW
C. B. S. Radio for Kansas

BILLINGS, DES MOINES GET NEW TVs

KOOK-TV brings its vhf signal to Billings; uhf KGTV (TV) comes to Des Moines. Eight other starters were slated for operation.

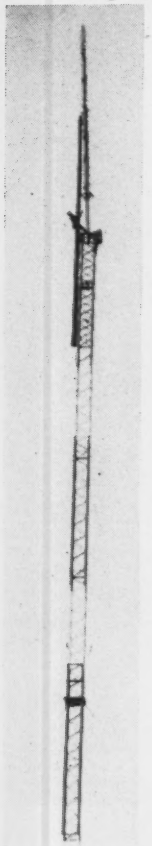
TWO cities got their first look at locally originated tv signals last week when stations in Billings, Mont., and Des Moines, Iowa, started commercial operations Nov. 9 and 11, respectively. The stations were:

KOOK-TV Billings, vhf ch. 2 (CBS, DuMont, ABC).

KGTV (TV) Des Moines, uhf ch. 17, represented by George P. Hollingbery Co.

Scheduled to begin commercial operation yesterday (Sunday), WIBW-TV Topeka, Kans., (uhf ch. 13) will be affiliated with CBS, DuMont, and ABC, the station reported.

KTAG (TV) Lake Charles, La., (uhf ch. 25) was slated to begin regular programming yesterday (Sunday), a station spokesman reported. KTAG using GE equipment, said its clear signal is being received 40 miles into southwest Louisiana and Texas. It is affiliated with ABC, CBS and DuMont, and is represented by Adam Young Tv.



Other stations scheduled to go on the air Nov. 13 through 15 are:

WRBL-TV Columbus, Ga., vhf ch. 4, represented by George P. Hollingbery Co.

WFIE (TV) Evansville, Ind., uhf ch. 62, represented by O. L. Taylor Co.

WKJG-TV Fort Wayne, Ind., uhf ch. 33 (NBC), represented by Paul H. Raymer Co.

WRAY-TV Princeton, Ind., uhf ch. 52, represented by Walker Representation Co.

KOAM-TV Pittsburg, Kan., vhf ch. 7 (NBC, CBS, DuMont), represented by the Katz Agency.

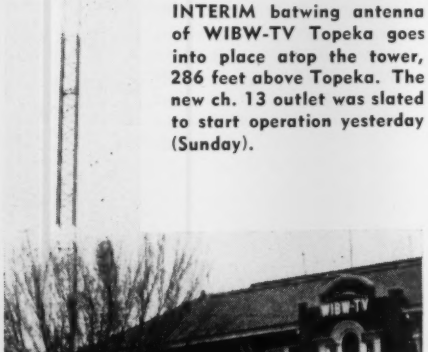
KCEB (TV) Tulsa, Okla., uhf ch. 23, represented by The Bolling Co.

WSIX-TV Nashville, Tenn., vhf ch. 8 (CBS), represented by George P. Hollingbery Co.

KFIA (TV) Anchorage, Alaska, vhf ch. 2 (NBC, CBS).

Delay in arrival of vital pieces of equipment has postponed the commencement date of KHOL-TV Kearney, Neb., (vhf ch. 13) to Dec. 1, Duane L. Watts, station manager, said. The original date was Nov. 13.

WITV (TV) Fort Lauderdale, Fla., the second station to serve the greater Miami area, has reported its affiliation with ABC and DuMont. The station will begin regular programming Nov. 26 on uhf ch. 17.



INTERIM batwing antenna of WIBW-TV Topeka goes into place atop the tower, 286 feet above Topeka. The new ch. 13 outlet was slated to start operation yesterday (Sunday).

WRTV (TV) Asbury Park, N. J., which has been actively promoting its uhf ch. 66 outlet at local trade shows, clinics and expositions, is ready to start test patterns the first week in December, the station announced.

KTVA (TV) Anchorage, Alaska (ch. 11) is readying for a Dec. 15 debut. The station is affiliated with NBC and DuMont and will serve a combined population of 75,000 (civilian and military), the station said.

KOMO-TV Seattle announced plans last week for a dedicatory program on vhf ch. 4 Dec. 10, beginning regular programming the next day.

KGLO-TV Mason City, Iowa, recent grantee on vhf ch. 3 there, expects to be on the air this spring. The station will be affiliated with CBS. Weed Television is the national representative, Herbert R. Ohrt, president, reported. Equipment is being ordered from DuMont.

Construction of foundation and guy-wire anchors are underway for WKNY-TV Kingston, N. Y. The uhf ch. 66 operation expects to be on the air in January serving the entire mid-Hudson valley.

WNBF-TV Binghamton, N. Y., recently increased power from 200 kw to 250 kw on vhf ch. 12 Cecil D. Mastin, general manager, announced.

Stations due on the air in the next 30 days are:

ARKANSAS

KATV (TV) Pine Bluff, vhf ch. 7, represented by Avery-Knodel Inc., Dec. 1.

CALIFORNIA

KBAY-TV San Francisco, uhf ch. 20, November '53 (granted STA Sept. 15).

KTVU (TV) Stockton, uhf ch. 36, represented by George P. Hollingbery Co., Nov. 30.

KCOK-TV Tulare-Fresno, uhf ch. 27 (DuMont), represented by Forjoe Tv Inc., Nov. 16.

FLORIDA

WITV (TV) Fort Lauderdale, uhf ch. 17 (DuMont), represented by O. L. Taylor Co., Nov. 26.

WJDM (TV) Panama City, vhf ch. 7 (CBS, ABC), represented by George P. Hollingbery Co., Nov. 30.

WEAR-TV Pensacola, vhf ch. 3 (CBS), represented by George P. Hollingbery Co., Dec. 15.

GEORGIA

WJBF-TV Augusta, vhf ch. 6 (ABC, NBC), represented by George P. Hollingbery Co., Nov. 26.

WRBL-TV Columbus, vhf ch. 4, represented by George P. Hollingbery Co., Nov. 15.

WGOV-TV Valdosta, uhf ch. 37, represented by Stars National, November '53.

IDAHO

KBOI (TV) Boise-Meridian, vhf ch. 2, Nov. 27 (granted STA Sept. 29).

KID-TV Idaho Falls, vhf ch. 3 (CBS, NBC), represented by Gill-Perna, Dec. 1.

KIFT (TV) Idaho Falls, vhf ch. 8 (ABC), represented by George P. Hollingbery Co., Dec. 1.

ILLINOIS

WSIL-TV Harrisburg, uhf ch. 22, November '53.

INDIANA

WFIE (TV) Evansville, uhf ch. 62, represented by O. L. Taylor Co., Nov. 15 (granted STA Aug. 6).

WKJG-TV Fort Wayne, uhf ch. 33 (NBC), represented by Paul H. Raymer Co., Nov. 15.

WRAY-TV Princeton, uhf ch. 52, represented by Walker Representation Co., Nov. 15.

WINT (TV) Waterloo, uhf ch. 15, Dec. 15.

IOWA

KQTV (TV) Fort Dodge, uhf ch. 21, represented by John E. Pearson Tv Inc., Nov. 23.

KWWL-TV Waterloo, vhf ch. 7 (NBC, DuMont), represented by Headley-Reed, Nov. 26 (granted STA Nov. 4).

KANSAS

KOAM-TV Pittsburg, vhf ch. 7 (NBC, CBS, DuMont), represented by The Katz Agency, Nov. 15.

WIBW-TV Topeka, vhf ch. 13 (CBS, DuMont, ABC), represented by Capper Sales, Nov. 15 (granted STA Sept. 22).

LOUISIANA

KTAG (TV) Lake Charles, uhf ch. 25 (CBS, ABC, DuMont), represented by Adam Young Tv Inc., Nov. 15.

MAINE

WLAM-TV Lewiston, uhf ch. 17, represented by Everett-McKinney, Kettell-Carter (Boston), Dec. 1.

WCSH-TV Portland, vhf ch. 6 (NBC), represented by Weed Tv Inc., Dec. 1.

MASSACHUSETTS

WWOR-TV Worcester, uhf ch. 14, represented by Paul H. Raymer Co., Dec. 15.

MICHIGAN

WWTV (TV) Cadillac, vhf ch. 13 (CBS, ABC, DuMont), represented by Weed Tv Inc., Dec. 15 (granted STA Sept. 29).

MISSISSIPPI

WJDT (TV) Jackson, vhf ch. 3 (NBC), represented by George P. Hollingbery Co., Dec. 15 (granted STA Oct. 19).

WCOC-TV Meridian, uhf ch. 30, Nov. 15.

MISSOURI

KOMU-TV Columbia, vhf ch. 8 (ABC, CBS, DuMont, NBC), represented by H-R Tv Inc., Dec. 15.

KACY (TV) Festus, uhf ch. 14, November '53.

MONTANA

KFBB-TV Great Falls, vhf ch. 5 (CBS), represented by Weed Tv Inc., November '53.

NEBRASKA

KHOL-TV Kearney, vhf ch. 13 (CBS, DuMont),

GUESTS at the opening of KCEN-TV Temple, Tex., on vhf ch. 6 Nov. 1 were Thomas E. Knode (l), NBC manager of station relations, and Harry C. Butcher (c), KIST KEYT (TV) Santa Barbara, Calif., both congratulating Frank W. Mayborn, president, KCEN-TV and KTEM-AM-FM Temple. Messrs. Mayborn and Butcher knew each other in Europe during World War II.

represented by Meeker Tv Inc., Dec. 1 (granted STA Oct. 29).

NEW JERSEY

WRTV (TV) Asbury Park, uhf ch. 58, December '53 (tests due Dec. 1).

NORTH CAROLINA

WAYS-TV Charlotte, uhf ch. 36 (ABC), represented by The Bolling Co., Dec. 1.

WNCT (TV) Greenville, vhf ch. 9 (CBS, DuMont), represented by John E. Pearson Tv Inc., Dec. 1.

NORTH DAKOTA

KFYR-TV Bismarck, vhf ch. 5, represented by Blair Tv, Dec. 1 (granted STA Oct. 28).

OHIO

WSTV-TV Steubenville, vhf ch. 9 (CBS), represented by Avery-Knodel Inc., Dec. 10 (granted STA Sept. 16).

OKLAHOMA

KWTV (TV) Oklahoma City, vhf ch. 9 (CBS), represented by Avery-Knodel Inc., Dec. 15.

KCEB (TV) Tulsa, uhf ch. 23, represented by The Bolling Co., Nov. 14.

OREGON

KPIC (TV) Salem, uhf ch. 24, Dec. 15 (granted STA Aug. 4).

PENNSYLVANIA

WCMB-TV Harrisburg, uhf ch. 27, represented by Donald Cooke Inc., Dec. 15.

WARM-TV Scranton, uhf ch. 16, represented by George P. Hollingbery Co., Dec. 1.

WNOW-TV York, uhf ch. 49 (DuMont), represented by George P. Hollingbery Co., November '53.

SOUTH CAROLINA

WGCT (TV) Greenville, vhf ch. 4, represented by Weed Tv Inc., Dec. 15.

TENNESSEE

WSIX-TV Nashville, vhf ch. 8 (CBS), repre-

sented by George P. Hollingbery Co., Nov. 15 (granted STA Sept. 9).

TEXAS

KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by O. L. Taylor Co., Nov. 26.

VIRGINIA

WTOV-TV Norfolk, uhf ch. 27 (ABC, DuMont), represented by Forjoe Tv Inc., Nov. 30 (granted STA Oct. 16).

WASHINGTON

KOMO-TV Seattle, vhf ch. 4 (NBC), represented by George P. Hollingbery Co., Dec. 11.

WISCONSIN

WEAU-TV Eau Claire, vhf ch. 13, represented by George P. Hollingbery Co., Dec. 1.

WNAM-TV Neenah, uhf ch. 42, represented by George W. Clark Inc., Dec. 15.

ALASKA

KFIA (TV) Anchorage, vhf ch. 2 (NBC, CBS), represented by Weed Tv Inc., Nov. 15 (granted STA Sept. 29).

KTVA (TV) Anchorage, vhf ch. 11 (NBC, DuMont), represented by Hugh Feltis & Assoc., Dec. 15.

Festivities Open New CMTV Havana on Ch. 11

CMTV Havana, Cuba, the tv station of Television Del Caribe, went on the air last Thursday with a festive inaugural that included a party attended by some 5,000 guests from the diplomatic corps, political, military and educational circles and the advertising and agency fields.

Station, assigned ch. 11, is headed by Senor Manuel D. Austran as president of Television Del Caribe, which is owned (95%) by Storer Broadcasting Co., owner and operator of the Storer AM-FM-TV stations in the U. S.

The station occupies a three-story central building, which houses offices, studios, engineering department, announcers room, screening room and art department, and an adjoining building where dressing rooms, rehearsal room, and carpentry and set designing shops are located. The quarters are modern, completely air conditioned and equipped with features of latest design, authorities reported.

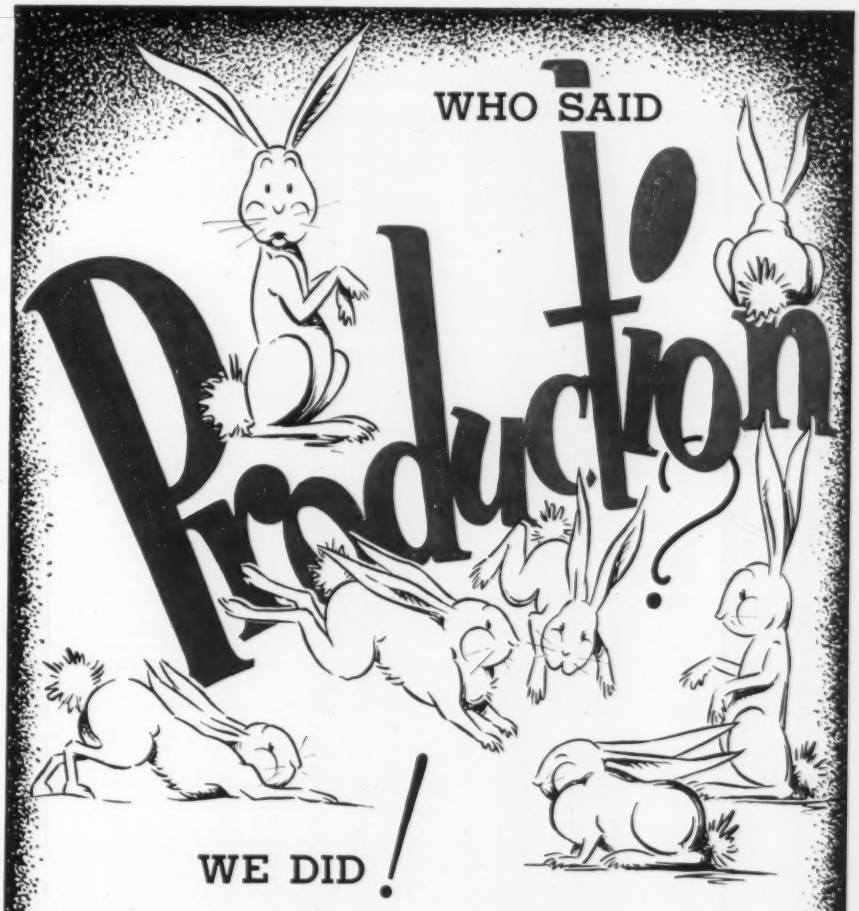
WHAM-TV Ad Welcomes New Tv Competitors

WHAM-TV Rochester's advertisement in that city's *Democrat & Chronicle* welcoming competing WVET-TV and WHEC-TV, share-time stations on vhf ch. 10, has won praise in the newspaper's editorial columns. The two stations (WHEC-TV ownership is the same as that of the *Democrat & Chronicle*) went on the air earlier this month [B•T, Nov. 2]. WHAM-TV has been operating since June 1949.

In its advertisement WHAM-TV said: "Running the only station in town is not an unmixed blessing. In fact, it's a lot like being the old-time king with a hundred wives. He may have seemed lucky to some of us, until we remember that he had to live by a hundred sets of household rules!

"We haven't had a hundred wives, but we have been wedded, since 1949, to four networks . . . Too many good programs for one telecaster to handle . . ."

The *Democrat & Chronicle* editorial, commenting on WHAM-TV's message, said in part: "In the obviously sincere welcome it [WHAM-TV] contrived to blast the fallacy that monopoly is something to be sought, to be bought, or to be achieved through any sort of business skullduggery . . . In this cordial message lies good feeling and good sense. Also it is a brief but authoritative treatise on the headaches that spring from undesired monopoly. . . ."



We've been turning them out in batches for all Southeastern Ohio .... programs that is, not rabbits!

In only five months of operation, WHIZ-TV's highly competent production staff is already producing over 40 local and regional television programs every week.

Combining well chosen talent with production-minded television personnel, WHIZ-TV, complete with film service department, art studios, photography lab, continuity staff and newsroom, is doing a real job for the sponsor.

That's why over 100 national, regional and local advertisers are SELLING in Southeastern Ohio with ....

WHIZ-TV

Zanesville, Ohio

Established May 23, 1953

NBC Primary Affiliate • CBS • ABC • DU MONT

Represented Nationally by John E. Pearson TV, Inc.

WATV (TV) Gets New Location, New Antenna

WHEN WATV (TV) Newark moved its transmitter across the river last Saturday and started broadcasting from New York's Empire State Bldg., it also initiated a new type of antenna, variously called the "skew" or "fishbone" antenna. Designed by M. Sheldorf and built by Andrews Corp. of Chicago, this type of antenna has been used on government stations but never before in commercial operations.

The five-gain antenna is installed near the base of the mooring mast tower surmounting the Empire State Bldg., a ticklish job as the six elements installed at each corner of the structure had to be perfectly matched with those at each other corner so that the signals from all corners meet, match and blend to produce a uniform flow of power to all sides. In preparation for the installation, Andrews first built a full-scale replica of that section of the tower in Chicago and tested the new antenna there, making final adjustments at that time so as to speed the actual antenna erection in New York.

Five New York tv stations—WNBT (TV), WABC-TV, WCBS-TV, WABD (TV) and WPIX (TV)—already were in operation from th Empire State. After WATV began operation there and when WOR-TV New York completes the move from its present transmitter site at North Bergen, N. J., all seven tv stations assigned to the Greater New York area will be transmitting from the same location, a first in tv annals.

WATV installed a new DuMont 5 kw transmitter at Empire State and plans to step that up to 50 kw as soon as equipment, now on order, is delivered.

To inaugurate its new transmitter site, WATV dedicated its first program from there to the Lighthouse for the Blind, on whose behalf it scheduled a 14-hour telethon, which ran from 9 p.m. Nov. 14 to 1 p.m. Nov. 15. Danton Walker, *Daily News* columnist, served as master of ceremonies for the all-star show. ABC, in a gesture of industry fellowship, was to donate its Ritz Theatre to WATV for the occasion. WATV's own studios in Newark will continue as origination point for the station's regular studio programming.

HOLDING one element of WATV (TV) Newark's new "fishbone" antenna, now installed on New York's Empire State Bldg. from which WATV began telecasting Saturday, are: (l to r) Henry L. Davrowski, WATV chief engineer; C. W. Lyon Jr., tv consultant for Empire State Bldg. and board member of the ESB Corp.; Vincent Rowan, financial vice president, ESB Corp.; Frank Bremer, WATV vice president in charge of engineering, and I. R. Rosenhaus, WATV president.

FCC Issues 'Show Cause' Against Hawaiian Booster

THREAT of a cease and desist order against the unauthorized operation of a tv booster station in the fashionable Wailupe Valley area of Honolulu has been made by the FCC in issuing a show cause order against a local radio-tv dealer.

Owners Henry K. Lindsey and Edwin James Klein are the object of the show cause order, with a hearing scheduled in Washington for Jan. 11, 1954.

According to information on file at the FCC, the dealer-servicemen originally planned a community television system to bring tv service into the residential area—screened from strong Honolulu tv station signals by a mountain range. Because local zoning regulations required underground cables, the two men erected not only a receiving antenna but also a transmitting antenna. This permitted them to pick up, amplify and retransmit the ch. 9 and ch. 11 signals from Honolulu on the same frequencies.

Complaints of interference from some viewers in the Valley who had been receiving Honolulu signals direct, brought the FCC's field inspectors into the picture in April. Both Mr. Lindsey and Mr. Klein were warned to desist. They filed an application for FCC permission to operate the booster station, but the Commission returned the application with word it was studying the question of boosters and satellites, but had no provision for such operations as yet. The show cause order was issued after it was found that the Honolulu booster was still in operation.

Vols-Wildcats on WAVE-TV

TELECAST of the Nov. 21 football game between the U. of Kentucky and U. of Tennessee will be carried by WAVE-TV Louisville under sponsorship of General Motors. Announcement of the one-station telecast was made last week by WAVE-TV, which pointed out that such arrangement was permitted under the NCAA agreement to allow pickups of important sell-out games during the course of the season. Southern Bell Telephone will install several microwave relays between Stoll Field, Lexington and WAVE-TV, it was said.

COPLEY PRESS PLANS KLAC-TV PURCHASE

PURCHASE of KLAC-TV Hollywood by Copley Press Inc. for $1,375,000 from Mrs. Dorothy Schiff Sonnenborn, publisher of the *New York Post*, is expected to be concluded this week. Negotiations have been under way for the past month, with Blackburn-Hamilton as broker. The deal does not include KLAC, am station, which Mrs. Sonnenborn will retain. M. H. Hall, her son, operates both stations.

While details were not revealed, it is understood the sale does not include the 1000 Cahuenga Blvd. property housing the two stations, which occupy on a term-lease basis. With completion of the sale KLAC-TV will retain studios and executive offices at the site, with KLAC moving to other quarters.

New owners of the ch. 13 vhf station are expected to ask for new call letters. KLAC-TV has been on the market for some time and has undergone operating economies. Copley Press publishes 15 newspapers in Illinois and Southern California, including the *San Diego Union*. It has an interest in KSDO San Diego.

Driscoll to WCBS Post

APPOINTMENT of David E. Driscoll to the CBS Radio news staff as WCBS New York director of news and public affairs, effective Nov. 23, was announced last week by Wells Church, CBS Radio director of news, and Carl Ward, general manager of WCBS.

Mr. Driscoll was associated for 16½ years, until he resigned in 1952, with the news and public affairs department of WOR New York and Mutual. Starting in 1938, he was the organization's director of news and special features, first in radio and since 1949 in both radio and television.

KBIG Raises Rates 12%

RATE increases averaging 12% for programs and spot announcements on KBIG Avalon, Calif., effective Jan. 1, have been announced by Robert J. McAndrews, station commercial manager. It is the first boost for KBIG since it began in June 1952. The basic one hour rate rises from $118 to $132; half-hour, $70 to $80; quarter-hour, $48 to $53; 10 minutes, $36 to $40; five minutes, $24 to $27; and one minute spot announcements, $18 to $20.

WOC-TV Goes to Ch. 6

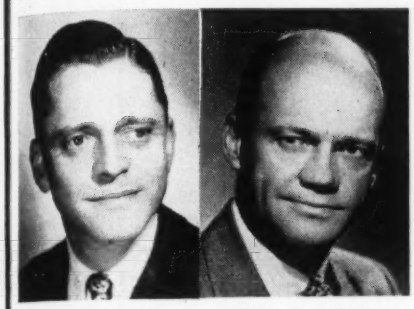
WOC-TV Davenport, Iowa, is now broadcasting on its new vhf ch. 6 frequency with 100 kw, the station has announced. WOC-TV previously was on ch. 5 with 22.9 kw. The station is owned by Central Broadcasting Co.; Col. B. J. Palmer is president.

James E. Page Dies

JAMES EDMOND PAGE, 58, former publisher of the *Columbus* (Ga.) *Enquirer* and *Ledger* (WGBA-AM-FM) died last week of a heart attack. Within six hours after his death, his wife, Mrs. Edith Larkin Page, 57, also died of a heart attack. A double funeral was held Nov. 11. The R. W. Page Corp., which owns the Columbus newspapers and stations, also owns 51% of WRBL-TV, grantee of vhf ch. 4 in Columbus. WRBL-TV is 49% owned by J. W. Woodruff and J. W. Woodruff Jr. (WRBL Columbus).

Tafts Elected to New Posts On Radio Cincinnati Board

HULBERT TAFT Jr. has been elected president and David Taft executive vice president of Radio Cincinnati, it was announced last week following a meeting of the board of directors. Chairman of the board now is Hulbert Taft Sr., who prior to last week had served as president of the concern which owns WKRC-



David Taft **Hulbert Taft Jr.**

AM-FM-TV Cincinnati and the recently acquired WTVN (TV) Columbus.

Hulbert Taft Jr. previously had been executive vice president of Radio Cincinnati and David Taft was vice president and general manager of the WKRC am operation.

Other officers elected were Kenneth Church as vice president, Robert Taft Jr. secretary, and Dorothy Murphy, treasurer.

KMOX Third CBS Station To Boost Daytime Rates

KMOX St. Louis last week became the third CBS-owned radio station to announce a daytime rate increase in recent weeks, following the example of CBS-owned WBBM Chicago and WCBS New York.

The increase becomes effective Dec. 13 but details as to its size were not disclosed in the announcement as distributed by CBS Radio, and spokesmen said such details were not available there at this time. The announcement said the new printed rate card is now being produced and will be mailed shortly to a complete national agency and client list.

KMOX General Manager Gene Wilkey, who announced the changes, said that simultaneously with the daytime rate boosts a dollar volume discount would be added to the KMOX discount structure. It will be available to advertisers purchasing schedules of eight weeks or more duration and is in addition to days-per-week and consecutive-weeks discount currently allowable.

The announcement said advertisers may elect to continue on the old rate card for six months from the effective date (without interruption) all business which was under contract before Dec. 13, 1953, or, if it is to their advantage, may change over to the new card at any time during the 26-week period before next June 13. The new card is No. 22.

Lucas to KTAG (TV)

JAMES W. LUCAS, formerly assistant to the president of the World Wide Broadcasting System, has joined KTAG (TV) Lake Charles, La., as general manager. Mr. Lucas was for many years with Associated Music Publishers and its associated program service. KTAG was scheduled to begin program operations yesterday (Sunday).

first shot, with

wfmy-tv

It's all fairway down in the 29 high income counties of the Piedmont surrounding WFMY-TV. Your sales message scores a hole in one . . . right into the homes of families who last year boasted nearly $1,500,000,000 in buying power.

That's a lot of green—waiting to be spent on what you have to sell.

Dozens of America's most aggressive advertisers have found how you can cover the prosperous Piedmont in easy par (when your partner is WFMY-TV) . . . because WFMY-TV is the one television station those families watch daily, believe in completely.

Any Harrington, Righter and Parsons office can show you typical scores.

wfmy-tv

Basic CBS Affiliate—Channel 2

Greensboro, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco

HOLDING wires of congratulations that poured in when KLZ-TV Denver went on the air Nov. 1 are (l to r) Frank H. Ricketson, member of the board of directors; Harry E. Huffman, chairman of the board, and Hugh B. Terry, president-general manager of Aladdin Radio & Television Inc., owners of the new station.

WBGE Blasts Capitol's Charging for Sample Records

"CAPITOL RECORDS is attempting to charge WBGE Atlanta for the privilege of plugging Capitol records, and we want absolutely no part of it—now or ever," according to Robert N. Pinkerton, station manager.

Writing to R. H. Burrel, Atlanta distributor for Capitol, Mr. Pinkerton said, "Our bookkeeping department has been advised that invoices covering any such service not ordered by this writer will not be honored by this station, and our program department has been asked to investigate the advisability of suspending completely the playing of Capitol records on WBGE.

"We would . . . be glad to work out a reciprocal arrangement whereby we pay for your records and you pay for the plugs you get by having them played. In the meantime, please expect no payment on any basis whatever for Capitol samples delivered to this station unless it is specifically authorized in writing by me."

Puppets on Station Breaks

FIRST use of animated station breaks as a method of tv station identification is claimed for three 20-second announcements which will be carried on WNBT (TV) New York this week. The claim was advanced by Al Stahl, president of Animated Productions, New York, which produced the announcements. He said station identifications up to now have relied "exclusively on balops or slides." First showing of the announcements, which consist of the station's call letters followed by puppets plugging WNBT (TV) shows, will be made Wednesday on behalf of the *Stork Club Show, Faye Emerson-Skitch Henderson Show* and *Midnight Movie.*

WKRC Am Rates Up 20%

WKRC Cincinnati has increased its rates approximately 20% for the 6-9 a.m. Monday through Friday period effective Nov. 1, David G. Taft, executive vice president of Radio Cincinnati Inc., WKRC-AM-FM-TV licensee, has announced. Mr. Taft said the increase was attributed to substantially increased audience. Nighttime and all other daytime rate structures remain the same, Mr. Taft said.

ABC-TV ADDS 5; TOTAL NOW 174

SIGNING of five new affiliates of ABC-TV, bringing the network total to 174 stations, was announced last week by Alfred R. Beckman, national director of the ABC-TV stations relations departments.

WKJG-TV Fort Wayne (ch. 33), owned and operated by North-Eastern Indiana Broadcasting Co. with Edward G. Thoms as general manager, joined ABC-TV Nov. 5. The four others are:

WJBF-TV Augusta, Ga. (ch. 6), owned by Georgia-Carolina Broadcasting Co., with J. B. Fuqua as general manager, the affiliation to become effective Nov. 25.

WITV (TV) Fort Lauderdale, Fla. (ch. 17), owned by Gerico Investment Co. with R. W. Standart as general manager, affiliation effective Nov. 26.

WEAU-TV Eau Claire, Wis. (ch. 13), owned by Central Broadcasting Co. with H. S. Hyett as general manager, affiliation effective Dec. 6.

WUTV (TV) Youngstown, Ohio (ch. 21), owned by Polan Industries and with general manager to be announced, affiliation effective Jan. 1.

Clark Appointment Announced At ABC Film Syndication Meet

FIRST national sales meeting of ABC Film Syndication in New York last Wednesday was highlighted by announcement of the appointment of William L. Clark as western manager of the division.

Mr. Clark, currently serving as assistant sales manager for WPIX (TV) New York, will assume his new post on Jan. 1 at offices in Los Angeles. Previously, Mr. Clark had served on the ABC-TV sales staff from 1951 to 1952 and was with WPIX (TV) and the DuMont Television Network as a sales account executive from 1947 to 1951.

Appointment of Mr. Clark was announced by George T. Shupert, vice president in charge of the division, who conducted the all-day meeting. Mr. Shupert also discussed sales policies and plans for the newly created unit.

Addressing the morning session of the meeting was Robert E. Kintner, ABC president. Other speakers were Don L. Kearney, the division's national sales manager, who outlined sales plans and procedures; Lee Francis of the sales promotion department, who described plans for promotion, advertising and research, and Joseph Greene, traffic manager, who explained distribution plans and procedures.

Attending the meeting were Leonard H. Goldenson, president of AB-PT; Robert H. O'Brien, ABC executive vice president; Walter W. Gross, AB-PT general counsel and board member; Frank Freeman, administrative assistant to Mr. Shupert; Nat V. Donato and John Callis of the division's New York sales staff; John B. Burns, supervisor of the Chicago sales staff; Patrick W. Rastall of the Chicago sales staff, and Mr. Clark.

Vaughan Hearing Covered

FULL coverage of Maj. Gen. Harry H. Vaughan's appearance before the Senate Internal Security Subcommittee last Thursday was carried by Mutual and ABC Radio and ABC-TV from 2:35-3:45 p.m. EST. CBS Radio presented a recorded version of the proceedings Thursday night from 11:30 p.m.-12 midnight. Coverage on various news programs was provided by DuMont, CBS-TV, NBC-TV and NBC Radio.

AMONG NBC-TV's newest affiliates [BoT, Nov. 2] is KWWL (TV) Waterloo-Grand Rapids, Iowa. At negotiations in New York are R. J. McElroy, KWWL president; Donald Inman, station sales manager, and Sheldon B. Hickox Jr., NBC director of station relations. KWWL, on ch. 7, has a Thanksgiving target date.

AT&T Plans New Channels For Albany-Buffalo Route

PLANS for the addition of two television channels to the Albany-Buffalo radio relay route were announced last week by AT&T's Long Lines Dept., which said the addition would consist of one channel in each direction and that application for authorization of the project has been filed with FCC.

Two westbound channels are now in operation on the Albany-Buffalo system and a third, eastbound, is under construction. Eventually, it was pointed out, four channels on the system —two in each direction—would become part of a microwave network serving tv stations from New York to Chicago and back via St. Louis and Washington. Such a "round robin", the announcement noted, would increase substantially the flexibility of routing network programs.

The additional westbound channel, Long Lines said, is needed to extend a third tv channel being provided between New York and Cleveland. This channel would be available for occasional requirements of stations between New York and Cleveland, or for through services to points west.

Stanton Quits Frat

FRANK STANTON, president of CBS, was reported last week to have resigned from his college fraternity—Phi Delta Theta, which he joined while a student at Ohio Wesleyan 23 years ago—in protest against a racial clause in the fraternity's constitution. Mr. Stanton said he had not known of the clause when he joined; had tried unsuccessfully to have it stricken when he learned of its existence after World War II, and resigned Oct. 30 after reading an issue of the fraternity's official publication which discussed the expulsion of chapters at two other colleges after they had pledged Jewish students as prospective members.

NBC O&O's Set Clinic On Promotion in N. Y.

A THREE-DAY clinic on promotion, merchandising and publicity for the managers of these departments at NBC's 10 owned-and-operated radio and television stations will be held today (Monday) through Wednesday at the Hotel Gotham in New York.

Charles R. Denny, NBC vice president in charge of the o&o stations division, which is conducting the clinic, said the purpose "is to develop intensified promotion, merchandising and publicity campaigns for the owned-and-operated stations."

H. W. Shepard, manager of promotion and new business for NBC Spot Sales, is chairman of the clinic sessions, with Max E. Buck, merchandising director for NBC's WNBC and WNBT (TV) New York, and Robert Blake, publicity director for the o&o division, as co-chairman.

Guest speakers on the agenda include Hal Davis, vice president of Kenyon & Eckhardt; Ed Weiss, merchandising manager of Grey Adv.; John Lester, radio and tv columnist for the *Newark Star Ledger* and other Newhouse papers, and William Brady, vice president of Grand Union Stores.

CBS Spot Sales Ups Donahue

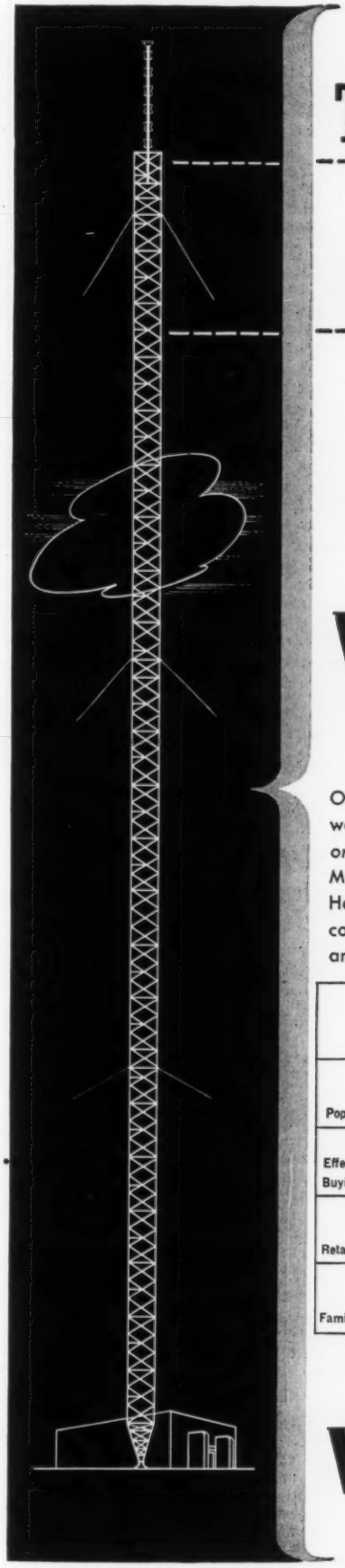
JACK DONAHUE, an account executive in the San Francisco office of CBS Radio Spot Sales for the past 10 months, last week was promoted to manager of the office, effective immediately. He succeeds Bert S. West, recently named general sales manager of CBS-owned KNX Los Angeles and of the Columbia Pacific Radio Network.

Mr. Donahue first joined CBS in 1941 in Hollywood. After wartime service as a pilot in Europe, he was with Irwin Adv., Beverly Hills, as an account executive and later was with California Central Airlines as advertising director. He rejoined CBS Radio in 1951 as merchandising manager of the Housewives Protective League on KNX, became an account executive for KNX and CPRN in 1952, and moved to CBS Radio Spot Sales in San Francisco early this year.

CTPN Starts First Show On New Network System

COLUMBIA Television Pacific Network, consisting of KNXT (TV) Hollywood, KPIX (TV) San Francisco and KFMB-TV San Diego, today (Monday) launches its first scheduled program, *Panorama Pacific*, in the 7-9 a.m. Mon.-Fri. time slot. Geared especially for California viewers, 85% of whom are said to be reached by CTPN, the participating program is designed to aid sponsors in introducing new products to the state, according to James T. Aubrey Jr., CTPN general manager.

First participating sponsors to be signed are Dow Chemical Co., Midlands, Mich., through MacManus, John & Adams, Detroit, and General Electric Co., through Foster & Davies Inc., Cleveland. Former contract starts Nov. 16 and calls for three participations weekly on three-station network for 13 weeks.



maximum

TOWER HEIGHT

maximum

POWER

maximum

RESULTS

coming to

WTAR-TV

JANUARY FIRST

Our new 1049-foot tower and 100,000 watts power will give advertisers the *only total primary* coverage of America's Miracle Market — Norfolk, Portsmouth, Hampton, Warwick, Newport News and contiguous area of Tidewater Virginia and North Carolina.

	Within Grade A	Within Grade A and Grade B	Within Grade A, Grade B and 100 mv Line
Population...	784,690	1,156,000	1,600,400
Effective Buying Income	$1,073,371,850	$1,415,186,000	$2,040,385,800
Retail Sales...	$702,570,950	$919,355,950	$1,406,713,050
Families in Area	207,825	295,655	419,335

Data from SALES MANAGEMENT'S *Survey of Buying Power*, May 10, 1953.

WTAR-TV

Norfolk

Dose of 'Dragnet'

A PROGRAM of NBC Radio's *Dragnet* series was "summoned" into court in Houston—as a witness for law and order. NBC said Justice W. C. Ragan had a recording of the program, which dealt with a juvenile gang war that ended in murder, played in his courtroom before the parents of 13 boys arrested for disturbing the peace in a high school "hair cut war." He was quoted as telling the boys afterward: "I've taken this step because I want to acquaint you boys with the law. I think you are good boys and punishment isn't the answer. But I don't want to see any of you up here again. . . ."

White's Recorded Words Broadcast by NBC's Scherer

THE long memory and persistence of Ray Scherer, NBC White House correspondent, gave the network a documentary last Tuesday that aroused nationwide interest and intrigued official Washington.

When the House Un-American Activities Committee served subpoenas on ex-President Truman and other high officials in connection with the Harry Dexter White incident, Mr. Scherer recalled that NBC had recorded Mr. White's committee testimony in 1948.

Hours of searching through a huge warehouse brought out a series of acetate recordings, believed to be the only ones in existence. Excerpts of Mr. White's voice were carried on the NBC-TV *Camel Caravan* at 6:45-7 p.m. by David Brinkley. A half-hour NBC Radio documentary at 10:30 p.m. was voiced by Mr. Scherer, Richard Harkness and Morgan Beatty.

NBC's excerpts from testimony by the witness, who died three days after the hearing, included denials that he had been involved in Communist activities.

Thomas, Edelman Sued

BREACH of oral agreement suit asking $1,017,000 damages has been filed in Santa Monica (Calif.) Superior Court by screen writer Lewis Meltzer against comedian Danny Thomas, producer Louis F. Edelman of his filmed ABC-TV *Make Room for Daddy* and Martero Productions Inc.

Mr. Meltzer charges Mr. Edelman engaged him last April to outline a format for a series of half-hour tv film programs to star Mr. Thomas with understanding that if it was approved he would be engaged as head writer with a 5% share of the profits, receive royalties and screen credit. He contends the format was approved by Mr. Thomas and ABC-TV and used, but he was not employed nor paid in any way. Neither was he given screen credit, he said.

AB-PT Dividends

AB-PT board of directors has declared dividends of $.25 per share on both the outstanding preferred and common stocks of the corporation, payable Dec. 21 to holders of record on Nov. 25, it was announced last week by Leonard H. Goldenson, president of AB-PT.

SAG SAYS TV FILM HELPED EMPLOYMENT

FILMED video entertainment and tv commercials were credited with taking up slack in employment created by a lag in production of theatrical motion pictures, Kenneth Thomson, tv administrator of Screen Actors Guild stated in a report at an annual membership meeting in Hollywood last week.

A "continuing fight" against "runaway" film production abroad also was promised by the group's board of directors, together with a pledge to promote additional film production in the U. S.

Re-elected was the "administration" slate of Walter Pidgeon, president; Leon Ames, first vice president; John Lund, second vice president; William Holden, third vice president; Paul Harvey, recording secretary, and George Chandler, treasurer.

The new board of directors includes Edward Arnold, Wendell Corey, Robert Cummings, Ruth Hussey, Frank Lovejoy, William Lundigan, George Murphy, Verne Smith, Georgia Stark, Lyle Talbot and William Walker, three-year terms; Jimmy Lydon and Richard Widmark, two-year terms, and Robert Stack, one-year term. Members of the A-Junior board, which sits with the board of directors of Screen Extras Guild, are George Boyce and Jack Mower.

SAG board members whose terms did not expire this year are Gertrude Astor, Louise Beavers, Ward Bond, Chick Chandler, Fred Clark, Anne Cornwall, Nancy Davis, Rosemary DeCamp, Frank Faylen, Wallace Ford, Robert Keith, John Litel, Cliff Lyons, Philo McCullough, Emory Parnell, Ronald Reagan, George Sowards, Barry Sullivan, Regis Toomey, Lurene Tuttle, Robert Wagner and Rhys Williams.

AMPP Refuses IATSE Bid For 5% From Old Movies

DEMAND for 5% of the revenue from sale or lease of old theatrical motion pictures to television, made by film studio craft workers through International Alliance of Theatrical Stage Employes in negotiating a new basic contract, was turned down in early November by the Assn. of Motion Picture Producers.

Although details of the rejection were not revealed, it is understood the door was left open for further discussion of the issue at a later date.

The major studios and IATSE, however, agreed on a 5% general wage increase and establishment of the film industry's first all-studio pension plan, to be paid for during the first two years by the employers with employes also contributing thereafter.

Yet to be ratified by IATSE Hollywood locals, the new four-year contract runs to Oct. 25, 1957. It contains a provision for reopening on wage scales and working conditions on Oct. 25, 1955.

The only unions now receiving added money from the sale of motion pictures to television are the American Federation of Musicians and Screen Actors Guild.

A. Rex Riccardi Dies

A. REX RICCARDI, 52, first assistant to James C. Petrillo, president of the American Federation of Musicians (AFL), died last Wednesday in Memorial Hospital in New York. He had been on Mr. Petrillo's executive staff since 1943 and was designated several years later as first assistant.

GMA Awards Pfeiffer 'Life Line' Trophy

Radio women receive trophies from Grocery Mfrs. of America for food activities on radio. Researcher Arthur C. Nielsen cites statistics on use of tv in moving food

MARY LOU PFEIFFER, director of women's activities, WRFD Worthington, Ohio, on Wednesday received the 1953 Life Line of America Trophy of the Grocery Mfrs. of America for a series of broadcasts on her *Kitchen Kettle* program which visited farmers, food processors, wholesalers and retailers to present vividly and directly its "Life Line" story of food from the farm to the table.

The award was presented to Mrs. Pfeiffer by Paul S. Willis, GMA president, at a luncheon session of GMA's 45th annual meeting at the Waldorf-Astoria, New York. Mr. Willis also presented certificate of honor plaques to Esther Hotton, women's director, WTMJ Milwaukee; Cis Hadley, women's director, KCJB Minot, N. D., and Alma Dettinger, conductor of *Other People's Business* on WQXR New York. A similar set of awards was presented to newspaper food editors.

Judges in the radio class included Helen G. Irwin, president, National Federation of Business & Professional Woman's Clubs; Herrell DeGraff Babcock, professor of food economics, Cornell U.; Olga P. Brucher, dean, College of Home Economics, U. of Rhode Island; Sol Taishoff, editor and publisher, B•T; Edward J. Malone, publisher, *Grocer-Graphic*.

Speaking at a Tuesday session of the GMA meeting, Arthur C. Nielsen, president, A. C. Nielsen Co., warned that while "we have seen recently quite a few cases of highly successful pioneering in the use of television to move food products to consumers, the hazards appear to be substantial, because of the wide range encountered in cost per 1,000 homes reached."

Mr. Nielsen pointed out that NTI records for selected evening network tv programs last December showed an average of $7.76 per 1,000, but a three-to-one range from $4.18 to $12.25. However, skillful use of research can reduce this basic hazard to manageable proportions, with "quite dramatic" results. He cited the sales effectiveness record of one network tv show as follows:

	Nielsen Rating (Per Nielsen Tv Index)	Consumer Sales Gain vs. Year Ago (Per Nielsen Food Index)
Non tv areas	..	5%
Areas with 4-7 tv stations	6.1%	11%
Areas with 2-3 tv stations	9.5%	13%
Single-station areas	29.7%	31%

Four Out of Five

FOUR first place trophies out of five years of telecasting was the record racked up by WBAP-TV Fort Worth when the station received the Radio-Television News Directors Assn.'s top award for outstanding tv news reporting in 1953. On the air since Sept. 29, 1948, WBAP-TV received RTNDA's first place trophies in 1949 and 1951 for outstanding overall tv news programming and the association's 1952 top honor for outstanding coverage of a special event. Add to this: The station's news director, James A. Bryon, has been elected RTNDA president for the coming year.

BROADCASTING

TELECASTING

features

any way you figure it...

WREC 600

It doesn't take a mathematician to figure WREC as Memphis' most listened to radio station. Hooper says it . . . Pulse says it . . . and so does Standard Audit & Measurement Survey. With a single schedule on WREC-600 advertisers cover the "better half" of both the rural and metropolitan listeners in the rich $2 billion Memphis market. And, rates today are 10% LESS, per thousand listeners, than in 1946. For choice fall and winter availabilities call your Katz man *today*.

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY . . . Affiliated with CBS Radio—600 KC—5,000 Watts

Put your UHF signal where the population is

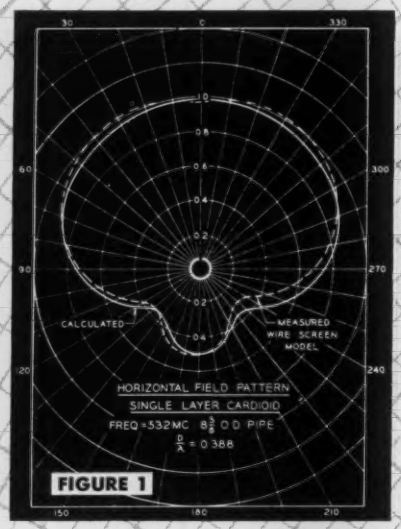


FIGURE 1

Use an RCA "contour-engineered" UHF Pylon Antenna

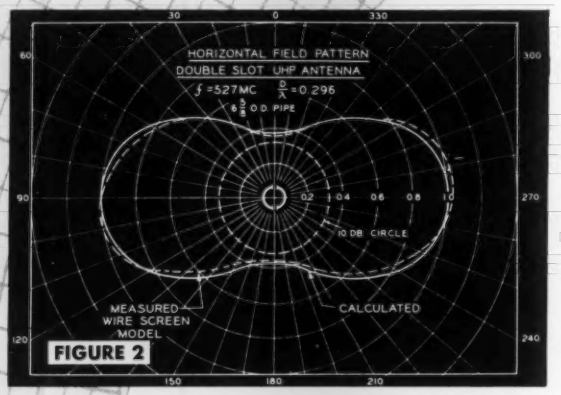


FIGURE 2

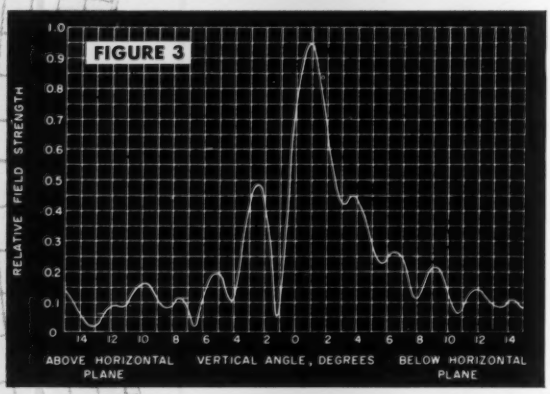


FIGURE 3

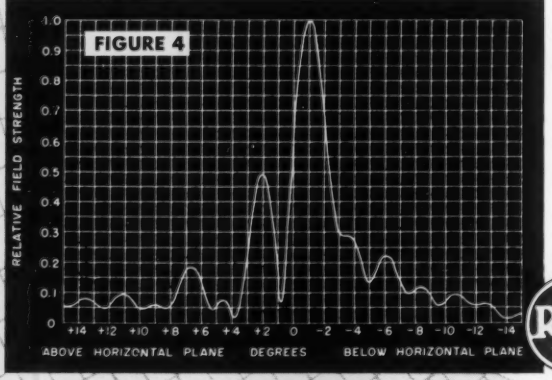
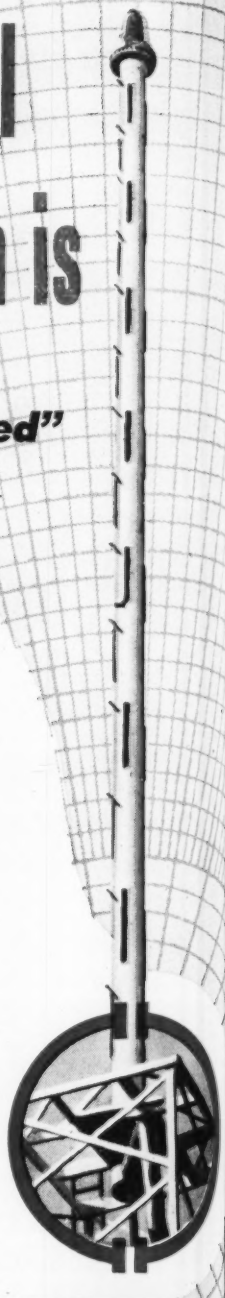


FIGURE 4

- For "single-direction" coverage, RCA has UHF Pylons that produce a horizontal field pattern shaped like a Cardioid (see Fig. 1).
- For "elongated" coverage, RCA has UHF Pylons that produce a horizontal field pattern shaped like a peanut (see Fig. 2).
- For "circular" coverage, RCA has a wide selection of UHF Pylons that produce equal signals in ALL directions.
- For better overall coverage, RCA UHF Pylons have built-in "Beam Tilt" that minimizes power loss in vertical radiation.
- For better "close-in" coverage, RCA UHF Pylons are equipped with a new, advanced type null fill-in system (used in conjunction with beam tilting). See Figs. 3 and 4.
- The gain that's published is the gain you get. RCA UHF Pylons include no tuning compromises that would result in loss of gain. RCA UHF Pylons can be furnished with gains in the order of 3, 6, 9, 12, 21, 24, and 27!
- RCA has all UHF antenna accessories: towers, mitered elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulator monitors, filterplexers, and transmission line (measured performance—VSWR—is better than 1.05 to 1.0). You can get everything from ONE responsible source—RCA!


RCA Adjustable Beam High-Gain UHF Pylon —installed

An antenna system can make or break a TV station. Make sure yours is right. Your RCA Broadcast Sales Representative can help you plan.

RCA® RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

features

- Sheaffer's Snorkel: Ideal product for tv. Page 82.
- How radio helped a store outsell others in its chain. Page 82.
- Selling liquor on radio by selling something else. Page 83.

Tape makes it possible

Stretching 8 Hours into 18

PACKING an 18-hour broadcasting day into an 8-hour work day is easy for KULA Honolulu, ABC affiliate. The station does it with tape.

Nearly all program material—both local and network—over the 10 kw station is now tape recorded in advance, then aired from the tape at broadcast time. As a result, the doors at 4617 Kalanianole Highway close promptly at 5 p.m. and everybody goes home. A single engineer with a "staff" of three tape machines takes over. In all, 14 magnetic recorders are used by the station.

Heavy emphasis on taped shows is nothing new for KULA manager Jack Burnett.

"We've been receiving our network shows since 1950 entirely on tape," says Mr. Burnett. "Now, with the exception of live commercials, we're taping in advance most of our local shows as well—and with excellent results."

Advantages in using tape for local broadcasts, according to Mr. Burnett, are:

(1) Voice changes throughout the broadcast day are easy; (2) personnel are able to lead a less hectic life than a "live" operation would make possible—especially on weekends and holidays; (3) most efficient employment of available personnel is possible, and employes are happier.

KULA's network programs are taped at KGO—ABC's San Francisco station—then mailed to the Hawaiian station. KGO records the network programs at 7½ inches per second on 1200-foot reels. A log is kept noting the reel number, name of the show, and other necessary information. A duplicate of the log sheet accompanies the tape shipment, and to each reel is attached a mailing tag listing the reel number, date, title and length of the program, as well as the recording engineer's name.

The reels of Scotch magnetic tape are packed in a special shipping box designed by Richard Parks, engineering operations supervisor for KGO. Every Monday morning the tape shipment, containing program recordings of the previous week, is picked up by Railway Express. The tapes leave San Francisco by boat on Wednesday and arrive in Honolulu the following Tuesday. Each week's recording utilizes from 100 to 150 reels of tape, comprising between 50 to 75 hours of program material. The average shipment contains 90 shows.

Thus the tapes are aired over KULA after a three-week delay. However, if the programs are more current, they are sent air mail and may be delayed only 24 hours.

In all, there are some 1,000 7-inch reels of magnetic tape in the KGO-KULA "tape pool." Approximately 200 reels are en route eastbound, 200 westbound, 200 in San Francisco, and 200 in Honolulu. The remaining 200 are held in reserve.

How Tv Introduced A New Sheaffer Pen

ONE of the nation's largest pen manufacturers has achieved a blissful union of its new Snorkel and television—and its dealers have been quick to register their enthusiasm.

The letters received by the W. A. Sheaffer Pen Co. from its dealers and salesmen attest to the success it has enjoyed since it embarked on a national television campaign last June.

Sheaffer, which has been a user of both radio and television, currently has a piece (a third) of the CBS-TV *Jackie Gleason Show* each Saturday evening—and has no regrets.

The reason is simple. The pen-maker has proved to itself that television is really an effective sales medium, particularly for demonstrating the advantages of its new Snorkel. Coming from a company whose sales run about $24 million annually, the admission is a gratifying tribute to tv.

It was earlier this year that Sheaffer decided to siphon over $1 million into video. It had been in tv before, to be sure, but the thought persisted in the minds of its executives that its new pen had to be seen to be appreciated.

It decided to concentrate its fire on the Gleason show, according to Don Reed, Sheaffer advertising manager, "because we wanted a big, top-rated show with a guaranteed established audience. We wanted to reach the greatest number of people as soon as possible with our Snorkel pen demonstration—right in their living rooms."

There is evidence that Shaeffer has carried its Snorkel story effectively to millions of viewers in their living rooms. On the basis of American Research Bureau ratings for the second week of October, the show reached an estimated 30,560,000 viewers with a 49.5 rating and sixth position.

"I was convinced that television could do the necessary job of demonstration that was needed to pound home the Snorkel pen story," Mr. Reed says. So the machinery was set in motion with Russel M. Seeds Co., of Chicago, as agency. That was last spring.

"The sales success we have enjoyed since going into television heavier last spring has convinced us that tv is one of our best media for demonstrating and selling" the Snorkel, Mr. Reed said.

While the company's sales jumped about 8% during the first half of its fiscal year, and the entire increase cannot be attributed solely to tv, "we feel it [tv] has done a great job of acquainting the public" with the product, Mr. Reed confesses.

Dealers think so, too—according to Sheaffer.

Three sample observations are typical of many received by the pen manufacturer since last June:

Ted's Pen Shop, Omaha, Neb.—"June sales of Sheaffer merchandise up 60% over the same month last year. Many counter calls. Apparently the national tv advertising has a strong consumer appeal."

Empire State Pen Shop, New York City —"Since our window display tie-in with the Gleason show, counter calls for the Snorkel pens have increased noticeably."

Kay Golding, pen buyer, Robertson Bros. Dept. Store, South Bend, Ind.—"Your tv advertising's terrific. We are out of the new low priced Snorkel; also the two programs on the $2.10 pen depleted our entire stock."

As President Walter Sheaffer puts it:

"We have a product . . . which has to be seen in action to get real sales impact. Television gave us the means of being seen. It is paying off nicely."

So nicely, in fact, that Sheaffer recently renewed Mr. Gleason and his cast, as one of the three co-sponsors, for another 26 weeks [B•T, Nov. 9].

Radio Builds Clothing Sales

THE SLACK season in Galesburg, Ill., assuredly is one that is not slack—at least not for the Henry C. Lytton store there, which for the past three years has been selling thousands of pairs of slacks through its promotion on WGIL Galesburg.

Using a quarter-hour segment of WGIL's *Wake Up and Live*, 7:45-8 a.m. Monday through Saturday, which airs the time, temperature, local weather forecasts and good music and local news, the Galesburg store has outstripped the 17 other stores of the Lytton chain in sales of gabardine slacks, although Galesburg is the smallest town in the chain.

Not only that, but the store's manager, Harry Zielke, has become a personality because of constant on-the-air promotion advising the listener to "ask for Harry."

Mr. Zielke four years ago talked Lytton, which doesn't use much radio, into letting him use part of his advertising budget on the WGIL show on a strictly local basis with the station supplying advertising copy.

Lytton headquarters consented and Mr. Zielke three years ago decided to try a new promotion on WGIL in a plan designed to (1) build up rural trade, (2) increase morning traffic and (3) personalize Mr. Zielke and Henry C. Lytton for customer identification. Mr. Zielke decided to promote the sale of gabardine slacks through the months of June, July and August for $5.95 a pair.

Mr. Zielke got together with Capps Sutherland, who conducts *Wake Up and Live* and has captured an average of 55% of Knox County listeners, according to a June survey by Knox College. The two worked out information for the commercials and in-store displays.

The results, according to WGIL, were that Harry Zielke sold slacks, increased his rural trade and morning traffic and became a personality. The first year the Lytton store in Galesburg sold 2,200 pairs of slacks at $5.95, the second year it sold 3,000 and this year, establishing the price at $7.95, the store sold 1,000 pairs and would have sold more if more had been available.

Although slacks were being promoted in the 17 other stores of the Henry C. Lytton chain, Mr. Zielke, using the WGIL show, was selling all the slacks he could get and stores in the chain which were not moving the merchandise shipped their extra slacks to Mr. Zielke.

Other stores in Galesburg had refused to carry $5.95 slacks, according to WGIL, but Mr. Zielke made so much headway that a rival store owner approached the station and Mr. Zielke and asked that the promotion be discontinued on the basis that "trading down was not good." It wasn't long afterward that stores which refused to carry the items were getting $5.95 slacks in large quantities, WGIL says.

WGIL explains the success story this way: Mr. Zielke had a good product for $5.95 and he is a "terrific salesman and a consistent advertiser." This, plus the pulling power of the show and mention of "Harry's" name on the air, brings many people into the store just to "meet Harry."

Only one other Lytton store, in Quincy, Ill., uses radio, according to WGIL. The program costs Mr. Zielke $50 a week which represents 30% of his advertising budget and has increased sales 32%, according to WGIL. Mr. Zielke says: "Radio really pulls. I cut out a lot of other advertising simply because I don't need it as long as my radio show brings 'em in. I figure I've saved at least $100 a month by using radio."

The Lytton store's radio plan is the same the year around—only the promotions are different. Mr. Zielke particularly likes radio's flexibility: "I can always keep up with the immediate punch. There's no waiting around for copy changes." One of his standing orders is for plugging Koroseal raincoats when it rains, and they always sell, he says. Mr. Zielke currently is planning to increase his regular radio schedule.

The *Wake Up and Live* show has public service aspects that make its listenership high. When weather conditions necessitate, according to WGIL, all school systems in the station's trading area contact Mr. Capps so he can announce on his show whether school will be in session. Teachers inform students to listen to the show for school information, according to the station.

Selling Liquor by Selling Something Else

By Mike Berbiglia

IT ALL started on a dark, gloomy day a few years ago in Kansas City. Actually, it was probably sunny, but we couldn't tell. We had just been told we could no longer sell liquor by quoting prices as an incentive to buy. It seemed like the death blow to our chain of Berbiglia stores.

Like liquor dealers everywhere, we had never been able to use radio or television, but now, we could no longer talk about price in newspaper ads, our store windows, or direct mail campaign. That really hurt. How in the world were we going to survive if we couldn't even talk about our product?

We sat down and cried the biggest, saddest tears you ever saw. Finally I decided to talk things over with William C. Standart of Standart & O'Hern Advertising Agency. I knew we had to do something to make up for our loss in liquor sales.

As Mr. Standart and I talked, we hit upon the idea of increasing our sales volume by selling items like glassware, ceramics, and fresh limes instead of trying to sell liquor. But how? That was the big problem. There were a lot of other stores which had been selling these items—and doing a good job of it—for years. How could we, unestablished in that type of market, get quick sales results? We finally decided upon a teaser campaign. What kind we weren't sure.

Then I remembered I had heard of someone in Chicago who had successfully used the line, "Too good for Yankees. For Rebels only," in his advertising. With that as a starter, Mr. Standart, a few other folks, and I began to toss the idea around a bit. Finally someone came up with the idea of "Southern hospitality" to describe how friendly folks were at Berbiglia. With that, the idea was born.

We decided to build up Berbiglia as Southern territory—too good for Yankees. Since we are located in Yankee territory, we figured we could get Yankees to come to Berbiglia by telling them Berbiglia was not for them. You know human nature. Tell somebody not to do something, and that's exactly what he'll do.

And so we began to plan a radio teaser campaign in terms of the South. Berbiglia was to handle only "the pride of the Confederacy"—in other words, only the very best of everything. The whole theme was to be built around the South. We even used a satire on the traditional Southern drawl. We got quite a kick out of imagining Stonewall (the name we picked for our Southern colonel) marching off with the Confederate army—not to save the South from the North, but to save "the pride of the Confederacy" for Berbiglia.

It was just the angle we needed to save Berbiglia—or so we thought until we took a survey of our friends. Nobody would touch the idea with a 10-foot pole. It seems we forgot. Kansas City is right on the edge of the old Mason-Dixon line. As far as sentiment was concerned during the Civil War, this was about the hottest spot in the country.

But surely, after all these years it was safe to do a little ribbing. Nobody would agree, but Mr. Standart and I decided to take a chance.

We prepared a playlet for the air, and display pieces for our stores. We had Confederate flags all over the place, and standup cutouts of Southern colonels throughout the stores. They were in full dress, too. We even put Southern hats on all the fellows who worked in the stores.

When all was ready, the first announcement of the teaser campaign hit the air on KCKN, KUDL, WHB and KCMO-FM Kansas City. The audience heard the spirited twangs of a banjo plunking out the rhythms of Dixie. Over the music, a much distressed Southern belle wailed.

"Oh, Stonewall, the plantation won't be the same without you. Must you—oh, must you go?"

The colonel had the ring of destiny in his voice. "It's mah duty, honey chile."

"But what are you all aftah?"

"It's strictly foah Southernahs. Folks of sterlin' character. Men of irreproachable integrity."

"But what is it?" she insisted.

"It's the pride of the Confederacy, honey chile, and we'll fetch it back to Richmond."

Again she asked, and again the colonel evaded. And so it went for one minute. At the end, the colonel told her she'd have to go to Berbiglia to find out. That's all there was.

Mr. Standart and I held our respective breaths waiting, but not for long. Sales increased almost immediately. But then I got to wondering. Was it actually because of the teaser campaign on radio, or had our window displays and merchandising ideas done the whole job? One sleepless night I dreamed up a fiendish idea. The next morning I went out and bought a carload of bean pots. Why bean pots? I don't know. I guess they were as good as anything. I figured if we could sell them by radio alone, then we'd be sure our plan was working.

I still say Mr. Standart shuddered a little when I told him about the idea, but he gritted his teeth, and we developed another of our little playlets. This one was set in the North instead of the South. The music was still there, only this time it was "Yankee Doodle" as an opener followed by "Hearts and Flowers." Over these sweet strains the burlesque unfolded.

"Oh, Jonathan," Marthy exclaimed with quavering voice. "You're back from the wars at last. Yer pension checks have not

Mr. Berbiglia (seated) approves new series of commercials submitted by (standing, l to r) Bob Klamm, copy writer; Anna Mang, copy chief; William C. Standart and John O'Hern, all of Standart & O'Hern Advertising Agency Inc., Kansas City.

Author is president of Berbiglia chain of liquor stores in Kansas City.

arrived for so long, the sheriff has threatened to evict us from our home."

Jonathan was confident and reassuring. "Rest at ease, Marthy. I brought you a gift that will save the day."

"What is it, Jonathan?"

"A genuine B-B-Berbiglia B-B-B-Boston b-bean pot," he stuttered, "You'll be able to make thrifty B-Boston baked b-bean dinners fit for a king."

She sighed with relief. "Now life can go on for us, Jonathan.'

"And a genuine B-B-Boston b-bean pot only costs 50 cents at Berbiglia," Jonathan pointed out.

"Then what are we waitin' for? Let's go to Berbiglia. It's strictly for Yankees. It's too *thrifty* for Southerners."

And again they came to Berbiglia. It was a good thing, too. I don't know how I'd ever have used a carload of bean pots all by myself. But I needn't have worried. We had to re-order bean pots twice.

After that, we figured we had stumbled onto a pretty good thing. Our sales volume kept going up and up. And the nice thing about it all, we never even had to bother with trying to sell liquor. Instead, we concentrated on selling our merchandising items. That was the intent of our advertising, but in doing that, we made so many friends, our liquor sales increased, too. We were pretty happy with it all, so we just kept on plugging away at selling bean pots, glassware, ceramics, orchids for Mother's Day, and fresh limes at one cent apiece. And we sold the name of Berbiglia.

We wrote more and more playlets, and even branched out beyond the Southern and Northern dialects by using French and Scotch dialects along with our Southern colonel, who by this time had become an identifying symbol of Berbiglia. Along these lines, we did a singing commercial about a Calypso singer who traveled all the way back to his native Trinidad to sing the praises of Berbiglia. In his words:

I walk in this place and they treat me so nice
Show me lots of bargains at real low price.
Everything she's so pretty, I buy a lot
And come sailing back to Trinidad with what I got.
Now I sit beneath a palm tree and all day I rave
About that friendly store where you can save and save.
And when I've saved some mony I will sail once more
Back to Berbiglia for values galore.

One day I was completely dumbfounded to learn that some of our listeners were actually collecting the playlets. They were tuning in, memorizing them, and reciting them for their friends. I'll never forget the night I was at a party, and one of the guests got up and started reciting the romantic scene from Stonewall and Lily Belle. That's the one that started with Lily Belle gasping with romantic fervor.

"Isn't it romantic?" she panted breathlessly.

"Certainly is, gal," he agreed.

She went on. "As we sit heah on the veranda with the moon shinin' down, and the wahm Southern breeze blowin' 'cross mah lily white cheek, it just does somethin' to me."

"Me, too," he murmured as he drew closer.

"Whispah somethin' sweet in mah eah," she pleaded.

"All right, mah deah," he breathed. "Berbiglia!"

Lily Belle practically swooned away when she heard that, but she managed to hang on long enough to hear the whole story about Berbiglia.

Then she broke in with, "What are we waitin' foah, Stonewall, deah. Let's go to Berbiglia."

So the story of Berbiglia continues. We've had a lot of fun with it—and we've made money, too.

According to figures in the *Wall Street Journal*, liquor sales across the country were down 25% last year, but we did 30% better than the year before. We did as well as in our banner year of 1949 when we had more stores than we do today. And the fabulous thing about it is that in our advertising we never once tried to sell liquor. But with the sale of our other merchandise, our liquor sales went up, too.

Employes Enthusiastic

And what's just as important, the morale of our entire organization has really gone up. As a matter of fact, one of our clerks became so enthusiastic about our campaign, he wrote his own little playlet which we used for one of our announcements. When that one opened, Stonewall was found digging furiously in his beloved Southern soil.

"What are you all diggin' foah?" Lily Belle queried.

Stonewall puffed as he dug. "I'm aftah my 'fedrate money, honey chile."

"That money ain't no good," Lily Belle scoffed.

The colonel was determined. "Gal, laugh all you want. I know one thing. Any dollah is worth moah at Berbiglia."

The story was told again about the low prices, and the high quality at Berbiglia.

That's the way we like things. Everybody has a good time working together: our employes, our store managers, our agency —and our audience. We now feel that the price restriction that looked like the end for Berbiglia, actually was a blessing in disguise. This new campaign is less expensive, works better, causes more comment—and is lots more fun than our direct mail campaign ever was.

As Stonewall might put it, "Jeffahson Davis would be proud of us, gal. We got them Yankees (and the Rebels, too) on the run—to Berbiglia."

PASSING OF A TV LANDMARK

THE development of television and its expansion into remote areas of the nation have been so rapid that many innovations have become pioneer landmarks of the industry almost before the brilliance of newness has worn off.

One of these electronic landmarks is the microwave relay built by WSM-TV Nashville from Louisville to Nashville in 1950.

When WSM began construction of its television station, it found itself 180 miles from the closest approach of the telephone company's coaxial cable. The telephone company seemed unable to specify a definite date on which it could deliver television network service in Nashville. WSM built its own microwave relay system—at that time the longest station-owned television microwave relay in the world and still the longest in the United States.

WSM built the 180-mile system at a cost of approximately $200,000 using basically equipment manufactured by Federal Telecommunications Laboratories. It was the first time this equipment had been used for multi-hop television transmission, and numerous modifications were subsequently made by WSM engineers to stabilize its performance.

Special towers for the relay stations were designed and built by Blaw-Knox. They are guyed steel towers, rectangular in cross-section, surmounted by two screen-type reflectors, one of which receives the signal and beams it to a dish at the base of the tower and the other puts the signal into the air again and sends it on to the next station after it has been amplified and sent aloft through a second dish.

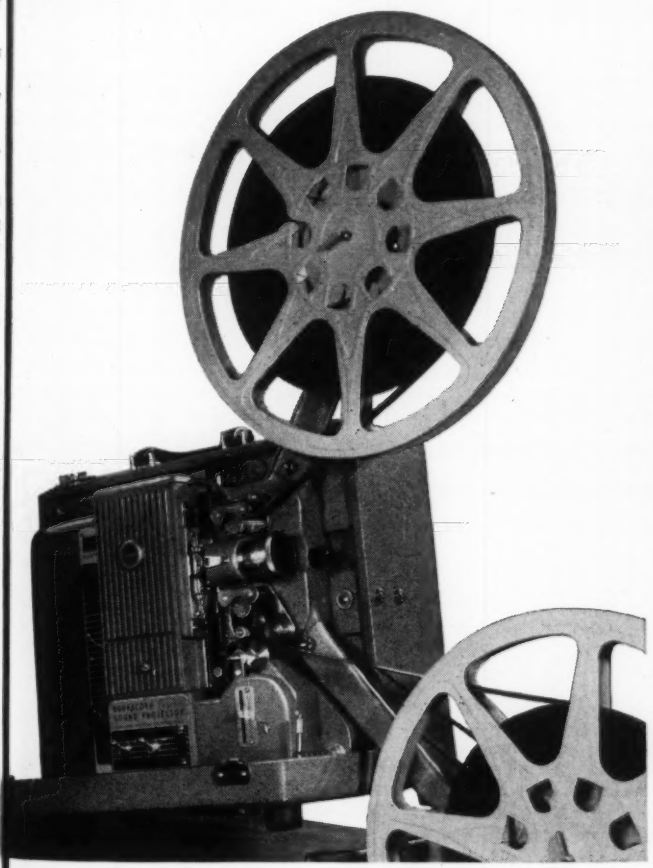
The relay stations, situated on strategic hilltops along the route, operate automatically, even with emergency electrical generators that start automatically a few seconds after failure of regular power service. Although no attendants are required at the relay stations, WSM-TV has kept two engineers running the line for routine maintenance and trouble shooting. So well has the system operated that during the past year less than ¼ of 1% of broadcast time has been lost because of failure on the microwave relay.

After the relay system was put into service and was operating at peak efficiency, John H. DeWitt Jr., president of WSM-AM-TV, felt that it could still be put to greater usefulness, for it was carrying only the picture and the audio signal was still being received by the telephone company's lines. Mr. DeWitt and his engineers built into the system additional equipment to make it carry the sound also. It is now the only known microwave relay system that transmits both picture and sound on the same composite signal, Mr. DeWitt says.

Post-freeze plans of the telephone company call for completion of its own microwave system to connect Atlanta and Louisville through Nashville. This means duplication of WSM's relay service, and the FCC does not permit such duplication for long. The license for operation of the WSM-TV system extends to Aug. 1, 1954. "After that," says Mr. Dewitt, we will probably use the telephone company's facilities."

Having trouble getting TV films approved?

Here's how many telecasters are licking the problem



10:00 A. M. Film is previewed at TV station...

2:00 P. M. Film is shown at ad agency...

3:30 P. M. Client sees film in own office...

Before any TV film show is "bought," it must be presented at the station . . . the advertising agency . . . or in the client's office. And sometimes all three places in one day.

Many telecasters have solved their "multiple showing" problems by furnishing their salesmen with Kodascope Pageant Sound Projectors.

TV salesmen like the Pageant because it's easy to carry anywhere. They can set it up fast, thread it in a minute. Even well-worn audition films look and sound better with the Pageant's improved optical system and unique "focusing" sound system.

Best of all—servicing is no problem . . . for the Pageant is *permanently lubricated,* eliminating breakdowns from improper oiling. No other portable 16mm. sound projector has so many quality features. Yet, Pageant Projectors are priced from only $375.

You'll find you can get more TV film programs approved in more places . . . faster . . . when you use the Pageant. Let your Kodak Audio-Visual Dealer demonstrate it for you—or send the coupon for complete details.

Price is subject to change without notice.

Now Kodak Projectors to meet every 16mm. need!

A complete line of Kodascope 16mm. Projectors based on the famous Pageant design: The Pageant, Model 1 (shown above), for average sound and silent shows . . . the super-brilliant Pageant AV-071 for sound shows in hard-to-darken locations . . . the Model AV-151 and AV-151-E Pageants for quality sound even in spacious auditoriums . . . the Model AV-151-S and AV-151-SE Pageants—extra powerful projectors built into single, easy-to-carry cases . . . the Kodascope Royal Projector for silent screenings . . . the heavy-duty Analyst for critical movie study.

Also available through Kodak Audio-Visual Dealers—the superb Eastman 16mm. Projector, Model 25, for theater-type installations.

11-

EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.

Please send me name of nearest Kodak Audio-Visual Dealer; also complete information on the projectors checked:

☐ *Pageant, Model 1* ☐ *Pageant AV-071* ☐ *Pageant AV-151* ☐ *Pageant AV-151-E*
☐ *Pageant AV-151-S* ☐ *Pageant AV-151-SE* ☐ *Kodascope Royal Projector*
☐ *Kodascope Analyst* ☐ *Eastman 16mm. Projector, Model 25.*

NAME_____ POSITION_____

COMPANY_____

STREET_____

CITY_____ (Zone)

STATE_____

Kodak

TRADE MARK

RADIO NEWSREEL

ERNEST SPENCER (top l), pres., KVOE Santa Ana, Calif., and W. R. Gordon (top r), owner, Gordon Buick, watch their sons, Donn Spencer, KVOE sls. mgr., and Bill Gordon, Gordon Buick sls. dir., sign for sponsorship of *Traffic Jamboree* on KVOE.

BARKER BROS., Bakersfield, Calif. (home furnishings chain), starts *Music for Bakersfield* on KWSO Wasco, Calif., with an interview between Frank Blauvelt Jr. (l), Barker asst. mgr., and Don Rodewald, KWSO personality.

DENVER Symphony Orchestra series on KLZ Denver is discussed by (l to r) Saul Caston, Symphony conductor; Clarence J. Daly, pres., Daly Insurance Agencies, sponsor of Monday night half-hour broadcasts, and Harry Huffman, chairman of KLZ board of directors.

KNBC San Francisco's *Morris Plan Masters of Melody*, sponsored by Morris Plan Co. of California, marks its first anniversary with this gathering. L to r, Ralph N. Larson, Morris Plan pres.; Joe Gillespie, program m.c.; George Greaves, KNBC gen. mgr., and Al White, program orchestra director.

PROGRAMS & PROMOTION

CBS 'THE AMERICAN YEAR'

CBS-TV will present *The American Year*, a special year-end program designed to review and evaluate current history, on Dec. 27, 3-4 p.m. EST, it was announced last week by Hubbell Robinson Jr., vice president in charge of tv network programs. Mr. Robinson added that *The American Year* will become an annual program under the development of Sig Mickelson, CBS-TV director of news and public affairs. The program will be produced by Alfred Butterfield, executive producer of CBS-TV news and public affairs, with David Zellmer of the CBS-TV public affairs staff as associate producer. Don Hewitt will direct.

'THIS I BELIEVE' RECORDS

COLUMBIA RECORDS has issued an LP record album based on CBS Radio's *This I Believe* program, with Edward R. Murrow as host, in which are presented the personal philosophies of ten living Americans and ten immortals of history.

PRISONERS' PROGRAM

INSIGHT into the lives of convicts behind prison walls will be provided in a new radio show, *Anonymous*, which was to have its premiere over ABC Radio last Saturday, 10:05-10:30 p.m. EST. The program, which will be presented by the prisoners themselves, will tell how they came to be there, how they live in confinement, and what they are doing in the prison's program to rehabilitate themselves.

BIRTHDAY CAKES SENT

BIRTHDAY CAKES were sent to agency timebuyers in New York last week by radio station CKVL Verdon, Quebec, to help celebrate the station's seventh year on the air. The cakes came with a card from Jack Teitolman, managing director of the station, which is represented in the U. S. by Donald Cooke Inc., New York.

THE POWER OF WOMEN

NBC SPOT SALES mailed to 1,500 agency timebuyers last week a three-color promotional piece titled "The Hand That Rocks the Cradle," designed to point up the financial power of women. The piece, which is in the form of a kit with offset inserts featuring program and rate details on top-flight NBC local personalities, points out that women "own 70% of the nation's private wealth and spend 85 cents of every American dollar . . . the hand that rocks the cradle buys your products too."

THANKSGIVING 'TURKEY SHOOT'

TWO days before Thanksgiving, Gordon Thomas will conduct a "Turkey Shoot" on the *Time Out With Thomas* program on WTMJ-TV Milwaukee. Viewers are to write letters to the station on the subject, "My Most Thankful Thanksgiving," with seven winners to be selected for the "Turkey Shoot." Balloons will be arranged in a shooting gallery in the station's outdoor studio for the "shoot," and contestants will use arrow pistols to shoot them. The balloons will be filled with gift certificates entitling those who hit them to turkeys and other prizes.

VERDI'S 'MACBETH'

PRESENTATION of Verdi's opera "Macbeth" will be made on the *NBC Television Opera Theatre* on Nov. 28, 4:30-6 p.m. EST. The opera, which will be presented in a new English version, will be produced by Samuel Chotzinoff, NBC general music director, and directed by John Bloch.

Veeck's Views on Tv

BILL VEECK, Chicago Cubs executive and former owner of the St. Louis Browns, says tv is the "world's greatest medium for directly advertising sports" and sees "no reason why it should not sell baseball." His comments were reported in the *Chicago Tribune*. Mr. Veeck feels that thousands of potential baseball fans can be "sold on the game" via tv. Ideal answer to the tv question, according to Mr. Veeck, is to televise road games but blackout home games. The biggest threat to baseball, he says, is the variety of entertainment presented by video—thus, why not sell the game itself on television?

CHRISTMAS DISPLAY

SPECIAL Thanksgiving-to-Christmas audience participation campaign by KBIG Avalon, Calif., aimed at reaching Christmas shoppers, will feature display cards of traditional red and green on outsides of 300 Los Angeles busses. Cards will show station's visual trademark, a long-eared dog, wearing a Santa Claus hat, plus KBIG's formula-motto, "Music You Like, Just Enough News, and Time Signals All Day Long."

CHEF'S HATS SENT

YOUNG & RUBICAM, New York, sent a cook's hat as a promotion piece for Jell-O pudding and pie filling, sponsors of the "Perfect Pieman" Bob Hope for his Nov. 17 NBC-TV show. Jell-O Instant Puddings, newest in instant dessert field, will be introduced by General Foods about Dec. 1, using the following GF television shows: *Mama, Our Miss Brooks, Red Buttons, Rocket Rangers, Roy Rogers,* and the *Bob Hope Show*.

KDUB-TV BIRTHDAY PARTY

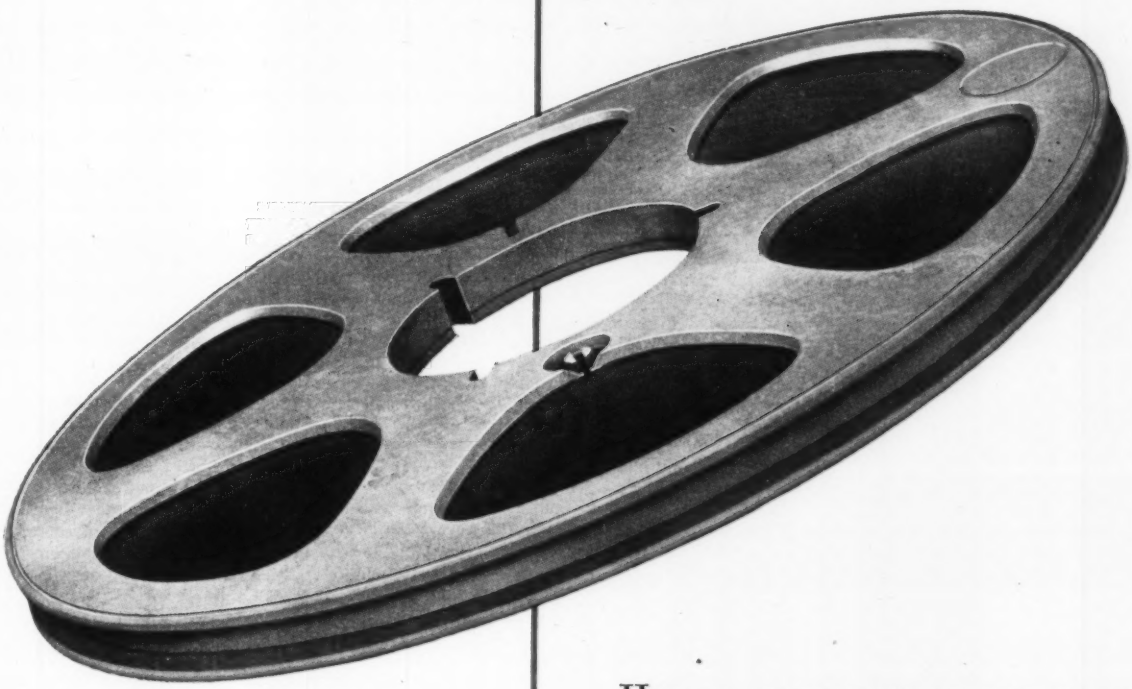
KDUB-TV Lubbock, Tex., celebrated its first anniversary on the air by sending birthday cakes to clients and timebuyers. Also, on Nov. 13, the station's anniversary, a special party was scheduled from 6-6:30 p.m., with parents of all babies one-year-old on that date invited to bring their youngsters for cakes, gifts, ice cream and a certificate identifying them as a "K-DUB KUB" with the right to view any and all the station's programs at any time. In addition, the station made arrangements for hospitals in the area to telephone the studio during the program giving the names of babies

KFBB Records Jet Test

WHAT may have been another first for radio was successfully attempted last month when KFBB Great Falls, Mont., strapped a portable tape recorder into the crowded cockpit of an Air Force F-86 Sabre Jet to record an account of the jet's effort to break the sonic barrier while flying at 45,000 ft. The pilot, Capt. Robert Sherman, made a recorded description of the climb until he had to go on oxygen. At the start of his dive, he turned the tape recorder back on and recorded the sounds of the plane as it broke through the barrier. Another description of the performance given from the ground also was recorded.

audiotape TRADE MARK now available

on new Fiberglas 10½" reel



SOLID, ONE-PIECE CONSTRUCTION

STANDARD N.A.B. HUB DIAMETER

25% LIGHTER THAN ALUMINUM REEL

HAS SMOOTHER FLANGE EDGES

WILL NOT BEND

RESISTS WARPING AND DISTORTION

PRACTICALLY INDESTRUCTIBLE

HERE'S A NEW 2500-foot reel with a number of improved design features that will appeal to many tape recordists.

Audiotape can now be supplied on this light-weight Fiberglas reel at *no increase in price.* For a trial order, get in touch with your nearest Audio distributor. If he doesn't have the new reels in stock, have him contact our New York, Chicago or Hollywood office and we'll see that your requirements are promptly filled.

This is another example of how Audiotape gives you *extra value* at no extra cost. Its performance speaks for itself. Output, frequency response, noise level and distortion are correctly proportioned for the most satisfactory end result—with no compromise on quality anywhere along the line.

AUDIO DEVICES, Inc.

444 MADISON AVE., NEW YORK 22, N.Y.

Offices in Hollywood — Chicago

Export Dept., 13 East 40th St., New York 16, N.Y., Cables "ARLAB"

audiodiscs
audiotape
audiofilm
audiopoints

born that day. Congratulatory telegrams from CBS stars whose programs are seen on the station and from prominent persons in the state were also acknowledged on the show.

ANIMAL SERIES

A TELEVISION series featuring George Schwartz, New York U. biologist, was resumed Nov. 7 under the title, *Animals Are Fun* on WPIX (TV) New York. Habits and habitats of small animal and marine life gathered from ponds and parks in metropolitan New York and other areas are explained and illustrated. The initial program established what an animal is, the abilities common to all animals and the many situations in which animals live. Workng in cooperation with William Simmons, NYU photographer, Mr. Schwartz recently made a number of field trips to record on film subject matter to supplement the natural settings on the programs. The series is aired Saturday at 5:30 p.m.

KTXL-TV 'FACT FILE'

KTXL-TV San Angelo, Tex., has completed a "Fact File" in the form of a folder containing station and marketing information, "all that a timebuyer would require," the station reports. The cover is designed to be used as a tabbed file folder to hold material the station will supply from time to time. The folder contains such information as: coverage, marketing, set count, survey, rates, merchandising, technical, programs, live shows, sponsors and staff. Copies of the "Fact File" may be obtained from the station upon request.

BLUEPRINT REQUESTS

ED PEARSON, announcer for WPJB Providence, R. I., recently received a blueprint of a musical greeting and a king-size letter in appreciation for broadcasting special numbers for the workers at the Providence Blue Print Co. Mr. Pearson was broadcasting from the windows of the Community Chest campaign headquarters during October, opposite offices of the Blue Print Co. Employes sent their requests on a blueprint and expressed their thanks in a 4 by 6 ft. letter, also in the form of a blueprint.

CREATIVE local programming of WJAR-TV Providence is discussed by (l to r) Robert Reardon, Weed Television representative in Boston; Norman A. Gittleson, WJAR-TV manager, and Anthony La Camera, tv columnist for the Boston morning *Record*, evening *American* and Sunday *Advertiser*, all of which carry the station's ch. 10 program listings. Occasion was a visit by the columnist to WJAR-TV to study the station's origination of 90 local shows per week.

CONTRACT for sponsorship of the broadcast of the fifth annual National Corn Picking Contest over MBS is signed by R. P. Mecherle (seated), president of State Farm Mutual Automobile Insurance Co., with (l to r) Noel Turner, Needham, Louis & Brorby, which handles account; Norman Kraeft, WGN farm service director, and Paul V. Todd, chairman of the corn picking contest. The event was described last Saturday from Bloomington, Ill., by Mr. Kraeft and Mutual commentator Cecil Brown. The insurance firm's sponsorship was part of its year-around safety promotion campaign.

'UHF COMES TO OKLA. CITY'

"ULTRA high frequency television comes to the Oklahoma City area" is the headline printed partly in red in the tv section of a recent *Daily Oklahoman*. The subject is not one, but two, uhf stations, KLPR-TV on ch. 19 and KTVQ (TV) on ch. 25. The 12-page section gives information on uhf, converting of sets and the stations themselves.

RUTGERS U. ON WATV (TV)

RUTGERS U. will launch its first major venture in the field of general education by television tomorrow (Tuesday) when it begins a series of 13 weekly art discussions on WATV (TV) Newark from 8:30-9 p.m. EST. Rutgers U. also is cooperating with the State Dept. of Education's educational tv unit on the campus which is experimenting with tv programming of schools in the area around New Brunswick.

STUDENTS DISCUSS

SELECTED students from all of Seattle's high schools will appear in unrehearsed discussion programs presented on alternate Tuesdays at 6:00-6:30 p.m. on KING-TV Seattle. The programs, on topics of local and regional interest, are moderated by Dr. Chester Babcock, director of curriculum for Seattle Public Schools. Three students from each of two schools will appear on each program, selected from the senior classes in Contemporary Problems. Experts in the various fields from time to time will appear as guests on the series, to be questioned by the panel of students. Title of the series, which alternates with *KING's Bench* on the Tuesday 6 p.m. time slot, is *Face the Facts*.

WBKV OPEN HOUSE

WBKV West Bend, Wis., celebrated its third anniversary Nov. 4 by throwing an open house with an attendance of more than 1,000 people, the station reports. Given away during the event were $1,000 in prizes and a weekend trip to Milwaukee, all expenses paid for two. The occasion was promoted with a two-page ad in the local newspaper, showing pictures of the station's personnel in action.

'PROBLEM CORNER'

LISTENERS with a problem can call KVOE Santa Ana., Calif., and have it broadcast immediately without charge under station's new service, *Problem Corner*. Jobs, lost and found animals, selling and trading of miscellaneous items, and even homes for baby alligators have been among problems solved for listeners. Station, recently disaffiliated from Mutual Broadcasting System, seeks strong local flavor in programming.

COUNTRY MUSIC PROGRAM

RADIOZARK ENTERPRISES, Springfield, Mo., announces that it has rushed into production and gotten on the air with a new quarter-hour package for Griesedieck Bros. Brewing Co. of St. Louis. It is the *Tennessee Ernie Show*, which started Nov. 2 on a number of stations in a seven-state area comprising Missouri, Illinois, Arkansas, Kentucky, Indiana, Tennessee and Kansas. The program features besides Tennessee Ernie, Cliffie Stone and his band and Bucky Tibbs, vocalist. The transcribed program is aired thrice weekly.

N. Y. 'Television Bank'

NEW YORK's first "television bank" began operations Nov. 5 at a newly-opened branch of the New York Savings Bank in Rockefeller Center. That office will maintain continuous, visual contact with the bank's headquarters farther downtown by means of a private tv circuit. All accounting records, a spokesman said, will be kept at headquarters, but they will be immediately accessible to the branch office tellers by means of tv screens. He said that the arrangement will permit economies of operation by cutting down on the amount of floor space and number of tellers required and also will enable the branch to be operated from 8:30 a.m. to 5:30 p.m. each weekday instead of the normal 9 a.m. to 3 p.m. basis.

RUST HAS SOLD MORE BROADCAST REMOTE CONTROL SYSTEMS THAN ALL OTHERS COMBINED

WHY?

oldest in experience!
most for your money!
most flexible!
most dependable!
most capacity!
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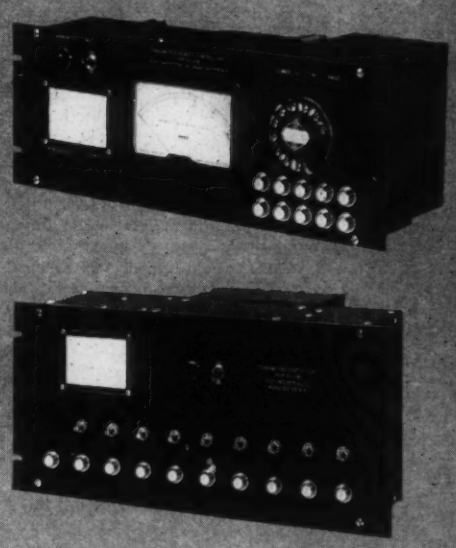


and now

NO ADJUSTMENTS
NO TUBES TO FAIL
NO DELIVERY DELAYS
EASIER TO INSTALL

RUST LED THEM ALL IN DEVELOPMENT
RUST LEADS THEM ALL IN VALUE AND QUALITY

write, wire, or phone

the rust industrial company, inc.

608 WILLOW STREET — RUST INDUSTRIAL CO. — MANCHESTER, N. H.

IN THE 75th MARKET
– TEXAS' 5th
EL PASO

El Paso is the largest city within 574 miles in all directions. It is situated in an area surrounded by such major cities as Denver, San Antonio, Fort Worth, Mexico City and Los Angeles. It produces close to $1,000,000,000 worth of raw materials and manufactured commodities.

To serve this biggest of all geographical trade territories, KEPO has the greatest *daytime interference-free* contour (usable coverage area) of *any* El Paso radio station. In addition, here's another important factor to time buyers . . . KEPO has the greatest ground-wave field intensity (most usable signal) of *any* El Paso radio station.

Therefore it's logical to conclude that, to cover this most lucrative market, you must buy KEPO.

Figures from Sales Management May 10, 1953. For further details about KEPO, contact Avery-Knodel.

THE MOST POWERFUL STATION IS
KEPO
ABC at 690
10 kw

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

PEOPLE

Advertisers

Stephen J. Schmidt, marketing research assistant, Piel Bros., N. Y. (brewery), promoted to assistant advertising and sales promotion manager.

Matt Kramer, district sales manager, Continental Air Lines Inc., Denver, promoted to Colorado territorial sales manager. **Brad Bartow,** El Paso sales manager, shifted to Denver post, with **William J. Grant,** sales representative, Denver to El Paso as sales manager.

John R. Rabe promoted to sales manager and advertising director, blanket division, Portland Woolen Mills, Portland, Ore., replacing **Larry T. Nelson** now sales promotion manager of industrial fabric division.

A. R. Stevens, advertising manager of American Tobacco Co.; **Donald W. Stewart,** advertising manager of Texas Co., and **Hayes Dever,** public relations vice president of Capital Airlines, reappointed as volunteer coordinators of Advertising Council's public service advertising campaigns for CARE, Home Fire Prevention, and Ground Observer Corps, respectively.

Charles Rice, advertising manager of the American Viscose Corp., N. Y., and Dancer-Fitzgerald-Sample, N. Y., were presented with citations from the Advertising Council for work as volunteer coordinator and volunteer agency, respectively, of Council's Women in Services campaign.

Agencies

J. E. McConnell Jr. elected president of McConnell, Eastman & Co., Ltd., London, Ont., succeeding his father **J. E. McConnell Sr.,** who continues as chairman of board of directors. Mr. McConnell Jr. remains as manager of the Toronto office. **J. M. Eastman,** chairman of creative and planning board of firm at Toronto office, appointed vice-president, and **Donald M. Coutts,** senior account executive, also appointed vice-president.

Roger D. Gross, co-owner, Gross & Strauss Adv., Portland, Ore., has resigned to form own radio-tv production advertising firm. **David Strauss** will continue with previous company under own name.

Patricia Moreell, promotion and publicity director for Carlton House Hotel and promotion and publicity staff of WDTV (TV) Pittsburgh, named director of radio and tv for G. Norman Burk Inc., Pittsburgh agency.

David F. Titus, formerly with Don Lee and CBS, appointed director of television and radio production for Cole & Weber, Seattle, Portland and Tacoma agency. Mr. Titus succeeds **Dave Crockett,** now program manager for KOMO-TV Seattle.

Betty Baker appointed tv and radio director in Seattle office of Ruthrauff & Ryan.

Jerry White, program director of WKBR Manchester, WTSV Claremont, WTSL Hanover, all N. H., and WHOB Gardner, Mass. named tv consultant for Weston Adv. Agency, Manchester.

Paul Martin Platzman, associate editor of *Textile Industries,* to John Mather Lupton Agency, N. Y., as manager of news and features bureau.

Hy Crandall, merchandising and advertising director of Maryland department store, appointed merchandising coordinator of Cayton Inc., N. Y.

Henry J. Engler Jr. appointed research director for Sewell, Thompson & Caire, New Orleans.

Sherwin Murphy, Garfield-Linn & Co., to Robertson, Buckley & Gotsch Inc. Chicago as copy director.

Harold M. Tucker, media director, Erwin, Wasey & Co., L. A., has resigned.

Robert W. Hoehn, radio-tv producer, The Mayers Co., L. A., adds duties as media director.

Mark Egan, former executive director, Hawaii Visitors Bureau, to Woodrum, Carney & Staff Ltd., Honolulu, as West Coast representative.

Claire Koren, media director, The Mayers Co., L. A., to Western Adv. Agency, same city, as chief timebuyer.

Edwin J. Sherwood, sales executive in motion picture-tv division of Kling Studios, Chicago, to J. Walter Thompson Co., same city, as radio-tv account representative.

Maxine E. Constabe to William Spitz & Co., Syracuse agency, as space and timebuyer.

Dean W. Bacon, advertising-sales promotion manager of Wilson Bros., to Henri, Hurst & McDonald Inc., Chicago, as account executive.

Heber Wolsey, tv-radio director, Gilham Adv. Agency, Salt Lake City, and former executive secretary, KSL same city, to Brigham Young U., that city, as instructor in journalism.

Jack Canaan, account executive, Foster & Kleiser Co., L. A., to Barnes Chase Co., same city, as account executive in charge of sales promotion and public relations for Sunset Oil Co., that city (Golden Eagle gasoline and petroleum products).

Walter Mason Cramp, BBDO, N. Y., to Warwick & Legler Inc., N. Y., as account executive.

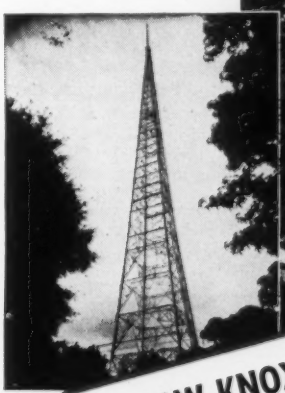
Frank Horsley, son of William H. Horsley, president of Pacific National Adv. Agency, rejoins Seattle office of PNAA as account executive, after two years with U. S. Marine Corps.

Robert D. Dunning, Industrial Indemnity Co.

WHO "Tooke" whom is the question? Franklin A. Tooke (l), general manager of KYW, is caught here with Rolland V. Tooke, general manager of WPTZ (TV) Philadelphia. Both stations are owned by Westinghouse but the Tookes aren't relatives—just business associates.

Designs Unlimited

WHATEVER factors determine the type, height and location of your TV Antenna Tower, you can depend on Blaw-Knox to give you *more for your money*. Does the job call for a self-supporting structure atop a mid-town building or a sky-scraping guyed tower out in the open? Do you prefer a square design or triangular? Blaw-Knox builds them all—and every one is backed by more than four decades of experience in this field. If you are anticipating a TV license, write or phone today for capable engineering assistance with your plans.



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BLAW-KNOX EQUIPMENT DIVISION
BLAW-KNOX COMPANY
2038 Farmers Bank Bldg.
Pittsburgh 22, Pa.

BLAW-KNOX

S. F., and **Sue A. Jones** to N. W. Ayer & Son Inc., Honolulu, in art and production staffs, respectively.

Nelda Goetzl, assistant advertising manager, Lipman, Wolfe & Co., Portland, Ore., to Heims & Assocs., same city, as copywriter.

Wendell Grenman to copy department of Lewis & Gilman Inc., Phila.

W. H. Watt of W. H. Watt, Phila. agency, elected secretary-treasurer of Casey Employment Service in Wilmington, Del.

Stations

Stan Allan promoted to station manager of WPAC Patchogue, N. Y. Other promotions are: **Bob Holmes,** production manager-news editor; **Dick Hodkin,** chief announcer-public relations; **Don Lombardy,** director of continuity. **Lou Shabatt** and **Bob Sheridan** to station's announcing staff.

Charles E. Denney Jr., assistant general sales manager, KECA-TV Hollywood, to ABC-TV national sales as sales executive. **William Veneman,** account executive, KTTV (TV) Hollywood, to KECA-TV, succeeding Mr. Denney, with **Don Van Atta,** film recorder, KECA-TV, promoted to assistant sales service manager of station.

Bill Day, active in Denver radio for 12 years, and most recently news and special events director for KOA [B•T Oct. 26], named sales promotion director for KLZ Denver.

Mr. Day

Kieth Royer named radio promotion manager at WOW Omaha, Neb. **Clifton W. Westin Jr.** is no longer with station.

Mrs. Mary Alice Dell, account executive for Ellis Shapiro public relations agency, San Antonio, Tex., appointed director of public relations for WING Dayton, Ohio. **Mrs. Lucille Rush,** assistant personnel director of Egry Register Co., Dayton, Ohio, appointed account executive at WING.

Tommie Thompson, production manager at WBAP-TV Fort Worth, Tex., to KGUL-TV Galveston, as program director. **Bob Grammer** and **Phil Wygant,** tv directors at WBAP-TV, promoted to operation supervisor and production supervisor, respectively.

Hal Davis, program director-production manager, KTYL-TV Phoenix, to KBIF-TV Fresno as program director.

W. Robert Rich appointed assistant program manager and business manager of program department of WPIX (TV) New York. He comes from WBEN-AM-FM-TV Buffalo where he was serving as program manager.

Betty Sala, WAKR Akron, Ohio, named traffic manager at WGAR Cleveland, replacing **Nancy Hubbard.**

Dave Ballard, promoted to chief announcer, KFWB Hollywood.

Charles (Chuck) Dunbar, formerly account executive with WOR New York, to CBS Radio Spot Sales as account executive for WCBS New York.

BUSINESS aspects of the fall season are reviewed at NBC Central Division by its sales manager and three new account executives recently added to the radio and tv sales staff [B•T, Aug. 31]. Conferring are (l to r): Cy Wagner, Eric C. Lambart, Angus Robinson and Edward Hitz, NBC Central Division network sales manager. Messrs. Robinson and Wagner were assigned to tv; Mr. Lambart goes to radio sales.

Edward Loveton, account executive, Creamer & Co., Hollywood, to KFAC Los Angeles in same capacity. He replaces **Ken Carey** who joined KMPC Hollywood as account executive.

Hal Thompson, former producer of *The Merry Mailman* television program, to WCBS-TV New York as producer.

Bob Guy, continuity director, WVNJ Newark, has resigned to operate his own package production agency in N. Y.

Lee Torstrup, log editor, KECA-TV Hollywood, promoted to film recorder. **David Berger,** script department, replaces him.

James Rubenstone, WFIL Philadelphia sales staff, to sales staff WJMJ Philadelphia.

Robert Mulvey, Lambert Paint Corp., Houston, to sales staff of KCOH that city.

Andy Warrilow, formerly of CHEX Peterborough, to sales staff of CHUM Toronto.

Fred Cripps to announcing staff of CBLT (TV) Toronto.

Fred Hare, graduate of San Jose (Calif.) State College, to KEEN that city, as announcer.

Carl Servel, WLSD Big Stone Gap, Va., to announcing staff of WMIK Middlesboro, Ky., replacing **Bill Baker,** who joins armed forces.

Floyd Ryel, WSRS Cleveland, to WICA-AM-TV Ashtabula, Ohio.

Richard (Nick) Nicholson, WNOR Norfolk, Va., to WBVP Beaver Falls, Pa.

Maury Magill, formerly sports director and announcer at WBBW Youngstown, Ohio, to WBBM Chicago as announcer.

Armisted Rust, general manager of Wetex Broadcasting & Tv Co. (KTXL-TV San Angelo, Tex.), received Plaque of Appreciation from Commandant of U. S. Marine Corps on behalf of station for "furthering the interests and activities of the Marine Corps."

Fred Chitty, general manager of KVAN Vancouver, Wash., elected district vice-president of Washington State Press Club.

Bill Michaels, station manager of KABC San Antonio, Tex., received plaque on behalf of station from National Guard Bureau for "outstanding service to the defense efforts of the Army and Air National Guard."

William McCluskey, sales service manager of WLWT (TV) Cincinnati, named first vice president of Cincinnati and Hamilton County Unit of American Cancer Society.

Mrs. George Lenning, account executive at WING Dayton, Ohio, received Belinda award given annually by **Dayton Journal-Herald** for outstanding club woman of the year.

Frank Trombetta, director of Italian programs for WHAT Philadelphia, awarded Star of Italian Solidarity medal.

Grover J. Allen, executive producer at WBKB Chicago, father of girl, Tracy Ann.

Arthur L. Grimm, account executive at WBAP-AM-TV Fort Worth, Tex., father of boy, Arthur L. Jr., Oct. 4. **Larry Morrell,** announcer at stations, father of girl, Katherine Ann, Oct. 27.

Jack Dooley, WGAR Cleveland night news editor, father of son, Mike.

Rex Dale, disc jockey at WCKY Cincinnati, father of boy, Jon Edward, Nov. 9.

Lee Kirby, sports director at WBT WBTV (TV) Charlotte, N. C., died Nov. 6.

Networks

Robert C. Rheineck, CBS-TV general engineering department, promoted to newly-created post of chief engineer for CBS Television Newsfilm. **Frank Fox,** radio and television writer, to CBS Television as producer-writer.

Betty Culkin, formerly with *Feature Foods* show at WLS Chicago, named merchandising coordinator at CBS Radio Spot Sales, Chicago.

Andrew Ross named director of graphic arts for ABC-TV in charge of all on-the-air graphic art activity and also serving as consultant to network presentations department in problems

"TO MAKE CAMERAS WHICH WILL TAKE THE WORLD'S FINEST FILMS"

WORK on the first MITCHELL CAMERA was dedicated with these words over thirty years ago.

Today Mitchell 16mm and 35mm Cameras are used throughout the world in every field of motion picture photography.

In Television, Mitchell Cameras have pioneered new and superior techniques and standards. Mitchell, alone, brings you years-ahead professional motion picture equipment. Commercials, shorts, and features filmed with this camera are *sharper, clearer,* and *steadier* on home television screens because of the internationally famous smooth, positive operation and perfect control which the Mitchell Camera brings to each film.

The Mitchell 16mm Professional has the same proven Mitchell 35mm features which have made this camera the standard equipment of major studios in every part of the world.

Be sure of professional results—use the Mitchell Camera.

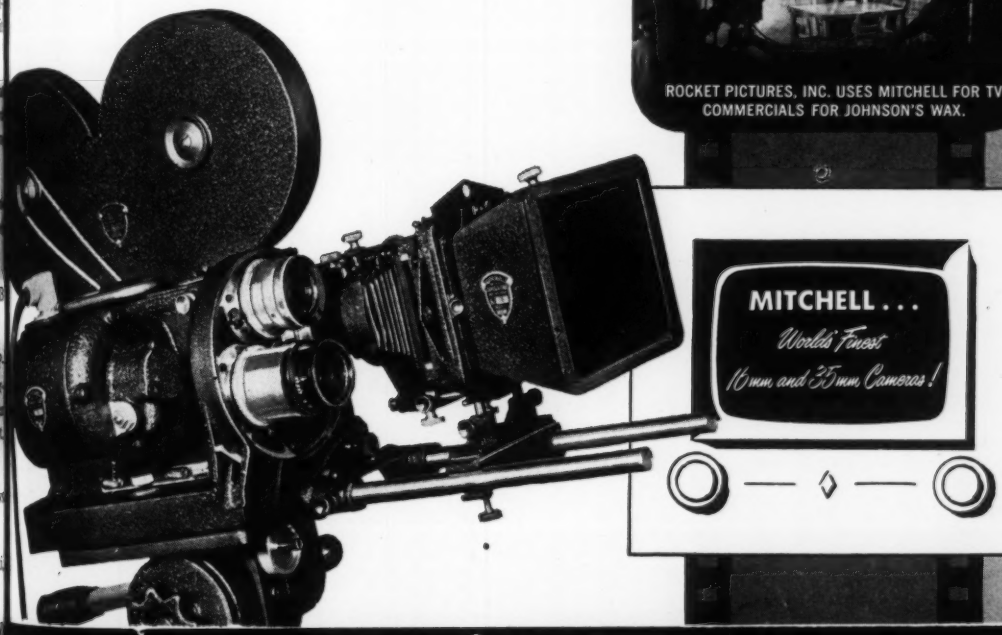
TOM KELLEY STUDIOS USES 35MM MITCHELL NC FOR DESCO-WARE COOKING UTENSILS' TV FILMS.

JERRY FAIRBANKS, INC. USES MULTIPLE MITCHELL 16's TO FILM "BIGELOW THEATRE."

ROCKET PICTURES, INC. USES MITCHELL FOR TV COMMERCIALS FOR JOHNSON'S WAX.

AMONG THE USERS OF MITCHELL CAMERAS:

DEPARTMENT OF COMMERCE
NATIONAL FILM BOARD OF CANADA
FITZPATRICK PICTURES
GENERAL ELECTRIC
CARAVEL FILMS
PARAMOUNT PICTURES CORP.
REID H. RAY FILMS
WILDING PICTURES
TELESHO OF CALIFORNIA
HARTLEY PRODUCTIONS
UNIVERSAL INTERNATIONAL PICTURES
NATIONAL MARITIME UNION
ALEXANDER FILMS
SPORTSREEL PRODUCTIONS
SOCIETE BELGE INDUSTRIELLE
R.K.O. RADIO PICTURES, INC.
UNIVERSITY OF WASHINGTON
DIRECTOR NATIONAL INSTITUTE OF HEALTH
NATIONAL ADVISORY COMMITTEE
U. S. ARMY
GEORGE COLBURN LABORATORIES
JERRY FAIRBANKS, INC.
AUDIO PRODUCTIONS
WARNER BROTHERS, INC.
GILLETTE PRODUCTIONS
ARTHUR KRIENKE
U. S. NAVY
ROBERT RICHIE
WALTER S. CRAIG
U. S. AIR CORPS
METRO-GOLDWYN-MAYER STUDIOS
CAMERA EQUIPMENT
MARK ARMISTEAD
A. B. THERMAENIUS FILMS
JAM HANDY ORGANIZATION
GULF COAST FILMS, INC.
AMERICAN FILM PRODUCERS
REPUBLIC PRODUCTIONS, INC.
ROCKET PICTURES, INC.
TOM KELLEY STUDIOS
DESI-LU PROBUCTIONS
CATHEDRAL FILMS
SNADER TELESCRIPTIONS CORP.
ROLAND REED PRODUCTIONS
MONOGRAM PICTURES, INC.
FRANK WISBAR PRODUCTIONS, INC.
COLLINS RADIO CORP.
DALLAS JONES PRODUCTIONS
CALVIN COMPANY
COFFMAN FILMS
BOB JONES UNIVERSITY
MOODY BIBLE INSTITUTE
FILM GRAPHICS
CORONET FILMS



Mitchell Camera CORPORATION

DEPT. B-1, 666 WEST HARVARD STREET • GLENDALE 4, CALIFORNIA • CABLE ADDRESS: "MITCAMCO"

EASTERN REPRESENTATIVE: THEODORE ALTMAN • 521 FIFTH AVENUE • NEW YORK CITY 17 • MURRAY HILL 2-7038

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

and policy in sales in radio and tv networks sales development department, of which he formerly was art director.

Adolph (Al) Seton, copy chief of ABC publicity department, named trade editor of department. He succeeds **Ernest Stern,** who was named last month acting publicity manager of ABC. Succeeding Mr. Seton is **Donald A. Higgins**, who has been N. Y. regional news editor for War Assets Administration and Office of Price Stabilization.

Walter J. Bowe, chief time buyer for Hewitt, Ogilvy, Benson & Mather, N. Y., and **Ray Eichman,** assistant supervisor of ratings in NBC's research department, to NBC-TV sales department as sales development representatives.

George Thady, account executive, KYA San Francisco, to Don Lee Broadcasting System, Hollywood, in similar capacity.

Stanley Shapiro has resigned as writer on NBC-TV *Dennis Day Show*.

Fulton Wilkins, account executive, KOOL Phoenix, to CPRN Hollywood in similar capacity, specializing in food brokers and manufacturer's representatives.

Edward Arnold, star of former ABC Radio *Mr. President,* named general chairman of Hollywood Chamber of Commerce's "Hollywood Historama," exposition featuring exhibits of tv, radio, recording and film history, as part of community's 50th anniversary celebration, "Hollywood's Golden Year."

Ben Park, NBC Chicago network program manager, received citation from Jewish Theological Seminary of America in connection with start of *Eternal Light's* 10th year on radio network, on behalf of NBC and WMAQ Chicago.

Chet Huntley, commentator, ABC Hollywood, signed to narrate opening sequences of MGM "Executive Suite."

Frank Edwards, news commentator, is acting as Santa Claus for 9th Air Force's annual "Operation Christmas" helicopter toy delivery service for orphans.

Film

Sol Dolgin, formerly assistant, elevated to operations manager of California Studios, Hollywood, succeeding **Vernon Clark** who becomes vice-president in charge of commercials for Gross-Krasne Inc.

Tom McManus, former vice-president of Telenews, N. Y., to United Television Programs Inc., that city, as sales representative in Va., Md., D. C., Del., N. J. and eastern Pa.

Michel Kraike, producer, Screen Gems Inc., Hollywood, returns to firm after completion of theatrical motion picture writing assignment. Mr. Kraike adds duties of property development for syndication and national sponsorship for firm, tv subsidiary of Columbia Pictures Inc.

Karl Landt appointed sales representative for Global Telefilms, N. Y. (films produced in Europe).

William Love, agency contact representative, Staniford-Sandvick Art Studio, S. F., to Tv Cartoon Productions, same city, as business manager and contact representative.

Richard S. Mulford, manager of radio-tv department, Russel M. Seeds Co., Chicago, to Desilu Productions Inc., Hollywood, as manager of recently organized tv commercial film division.

Mr. Mulford

Robert Marx, recently discharged from Coast Guard, to Filmcraft Productions, Hollywood, as administrative assistant to president Isadore Lindenbaum and also head of promotion department.

Manufacturers

A. W. Keen appointed commercial engineering manager for Television Picture Tube Div. of Sylvania Electric Products Inc., Seneca Falls, N. Y. He was manager of Application Coordination Section at Bayside, N. Y.

Daniel E. Murphy, principal owner, elected president of Otto K. Olesen Co., Hollywood, distributors of sound and tv lighting equipment. He succeeds **Otto K. Olesen,** founder and developer of firm. Other officers elected are **Dudley Thompson,** vice president in charge of sales, and **Stuart Romans,** vice-president in charge of manufacturing.

Donkey Serenade

WELL, Mr. Callahan asked for it.

Some time ago, Vincent Callahan, sales manager of WNHC-TV New Haven, remarked that he could use a couple of Alpine mountain-climbing donkeys to carry film commercials to the top of Gaylord Mountain where the station's transmitter is located. Aldo De Dominicis, WNHC-TV general manager, remembered Mr. Callahan's request during a recent trip to Italy when he espied two Sicilian donkeys. He placed an order for them for delivery to Mr. Callahan's home, the station reported last week, and the donkeys left Italy by air freight. Awaiting the arrival of his helpmates, Mr. Callahan had a new problem: Would the Sicilian animals be able to understand his English instructions?

Ronello B. Lewis, formerly RCA controller, named vice president and controller of Mathieson Chemical Corp., Baltimore. His successor at RCA has not been named.

William T. Welsh, sales manager, Power Tube Division of Raytheon Mfg. Co., appointed assistant vice president.

Edmund S. Winlund, formerly associated with RCA and Westinghouse Electric Corp. in design and application of radio broadcast transmitters, marine radar devices and dielectric and induction heating equipment, to Gray Research & Development Co., Hartford, as chief engineer.

Jack Ryan, former manager of NBC Chicago press and public relations, appointed assistant public relations director at Zenith Radio Corp., Chicago.

P. G. McCauley, new and used car sales manager for Burnie Hyland Auto Distributing Co., Spokane, to Stromberg-Carlson's radio-television division as district merchandiser for Northwest territory including, Ore., Wash., western Mont., northern Idaho and Alaska.

Ben Cappiello, assistant credit manager for Allen B. DuMont Labs., promoted to newly-created position of coordinator of distributors' finances and credit for company's receiver sales division.

Frank R. Day, former plant and production manager for U. S. Television Corp. and head of production testing operations for Pilot Television & Radio Corp., named production engineer for CBS-Columbia, tv set manufacturing division of CBS.

Representatives

William H. Steese, radio promotion staff of Edward Petry & Co., N. Y., named radio promotion manager. **Walter Duncan,** NBC Radio sales representation writer, to radio sales promotion department of Petry.

Services

Anne Schuetz appointed director of Survey & Interviewing Section of American Research Bureau's Department of Research.

Robert S. MacArthur appointed sales representative for John F. Rider Publisher Inc., N. Y,. to cover electronic parts distributing industry in Conn., Me., Mass., N. H., R. I. and Vt. He will represent firm on radio and tv manuals and books.

Carl W. Hermann appointed exclusive representative for Equipment Div. of National Research Corp., Cambridge, Mass., covering 11 western states.

Betty Voight, on staff of Florabel Muir, to staff of Charles Pomerantz, West Coast representative of Benjamin Sonnenberg, N. Y. public relations firm.

Trade Associations

Don DeFore, tv actor, appointed general chairman of membership committee, Academy of Television Arts & Sciences, Hollywood. **Isabelle Pantone,** ATAS executive secretary, **Shirley Vaughan,** Samuel Goldwyn studios, **Ralph Berger,** tv art director, and **Harold E. Stine,** tv cameraman, appointed to committee.

Barbara Rosenquest, model agency division manager, Caroline Leonetti Ltd., L. A., named program chairman of Radio-Tv Women of Southern California.

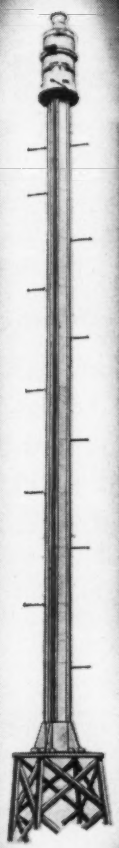
Ed Conklin, assistant director, news and special events, ABC Western Division, appointed chairman of newly formed Freedom of Information Committee of Radio & Television News Club of Southern Calif. Committee will act as fact-finding group to prevent both restrictions on access to information and attempts to distort or withhold news from public.

Personnel Relations

Jerome Lawrence of writing team of Jerry Lawrence & Bob Lee, elected national president of Radio Writers Guild. **Gomer Cool** elected western region vice-president.

NEW

GABRIEL COSECANT UHF TRANSMITTING ANTENNA



NO DE-ICING NECESSARY

FEATURING NULL FILL-IN

TWO MODELS AVAILABLE FOR EACH CHANNEL

ADJUSTABLE BEAM TILT

*ACTUAL INSTALLATIONS PROVE OUTSTANDING PERFORMANCE

*Facts Reported By Television Digest Prove That The Gabriel Cosecant Antenna Gives Extra Coverage.

For Complete Information, Write For Bulletin TV-100

THE GABRIEL COMPANY

WORKSHOP ASSOCIATES DIVISION
Endicott St.,
Norwood, Mass.

Chet Thomas,
general manager,
KXOK, St. Louis, Mo.
"a form of insurance"

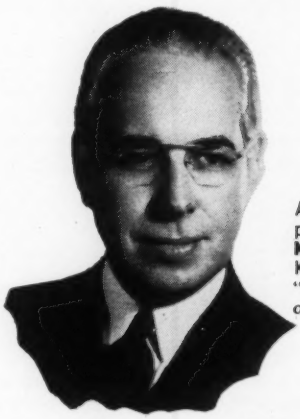
William Fay,
vice-president,
WHAM, Rochester, N. Y.
"a basic must"

Hugh K. Boice, Jr.,
general manager,
WEMP, Milwaukee, Wis.
"a point of sale on a retail level"

these station executives agree

service-ads

Willam B. Quarton,
general manager,
WMT, Cedar Rapids, Iowa
"at the right place at the right time"



Arthur B. Church,
president,
KMBC-KFRM,
Kansas City, Mo.
"a consistent user of SRDS space"

John F. Patt,
president,
WJR, Detroit, Mich.
"consider it good sales service"

George W. Harvey,
general manager,
WFLA, Tampa, Fla.
"convenient, effective, economical"

G. Richard Shafto,
general manager,
WIS, Columbia, S. C.
"we feel media men seek and appreciate"

W. H. Summerville,
general manager,
WWL, New Orleans, La.
"reach the people who are ready and in a position to buy"

in SRDS sell time

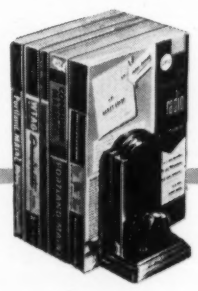
Informative SERVICE ADS in SRDS sell time for you, because they deliver wanted information to your prospect at the time he is using STANDARD RATE to make station selections.

At what better time can these "silent salesmen" be at hand to sell your availabilities to the men whose decisions count most!

8 WAYS a SERVICE-AD in SRDS helps sell time

1. It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps *unknown* prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to your SERVICE-AD in SRDS for more information, *fast.*
7. It keeps your story in the only place you can be certain that everyone who uses it is interested in stations *right then.*
8. It provides a *"last chance"* point from which a prospect can get a final "briefing" on your story before he makes his final decision.

SRDS



Standard Rate & Data Service, Inc.

The national authority serving the media-buying function
Walter E. Botthof, publisher
1740 Ridge Avenue • Evanston, Illinois
Sales and Service Offices: New York • Chicago • Los Angeles

Publishers of **Consumer Magazine** Rates and Data • **Business Publication** Rates and Data
National Network Radio and Television Service • **Radio** Rates and Data
Television Rates and Data • **Films for Television** • **Newspaper** Rates and Data
Transportation Advertising Rates and Data • **A.B.C. Weekly Newspaper** Rates and Data
Canadian Media Rates and Data • **Consumer Markets,** serving the market-media selection function.

CRAFTSMAN Insurance Co. signs for co-sponsorship of *Pleasure Playhouse* on WBZ-TV Boston. Signing (l to r): Myron L. Silton, pres., Silton Brothers Inc. Adv.; Walter R. Hennessy, Craftsman gen. agent and bd. mbr., and C. Herbert Masse, WBZ-TV sls. mgr.

KNAPP-MONARCH Co., St. Louis, will sponsor three feature films weekly on WOR-TV New York under agreement being signed by (l to r): seated, Garson Heller, K-M v.p., and Martin Colby, WOR-TV acct. exec.; standing, Robert Zimler, pres., Telesales Co., New York, and John F. Sloan, WOR-TV sls. mgr.

SOUTHEAST Furniture Co., Salt Lake City, on KDYL-TV there, will sponsor UP Fox Movietone News show. Making it official are (l to r): seated, Horace A. Sorenson, pres.-gen. mgr., Southeast, and Gordon Sorenson, firm's secy.-treas.; standing, Al Garrigues, Ross Jurney & Assoc. Adv., and Douglas R. Clawson, KDYL-TV sls. dir.

OTT Distributors, Lemoyne, Pa., buys Ziv Tv's *I Led Three Lives* for showing on WTPA (TV) Harrisburg. C. H. Brown (seated), Ott v.p.-gen. mgr., signs. Others (l to r): Dave Bennett, WTPA v.p.-gen. mgr.; Dave Pretz, acct. exec., Associated Advertisers; T. F. Hoover, Ott gen. sls. mgr., and Ben Colman, acct. exec., Ziv Tv.

EDUCATION

WQED (TV) APPOINTS WOOD GEN. MANAGER

WILLIAM A. WOOD, director of public affairs for CBS-TV in Washington, D. C., has been appointed general manager of WQED (TV) Pittsburgh, noncommercial educational tv outlet scheduled to start in that city Jan. 1.

The appointment by the educational outlet's board of directors is effective Dec. 1, according to Leland Hazard, president of the Metropolitan Pittsburgh Education Tv Station.

Aid to Mental Health

RADIO and television coverage provided by local stations and networks is cited in the annual report of the National Assn. for Mental Health as "the most notable education-publicity development of the year." Preliminary reports indicate, the association said, that more than 500 radio and tv broadcasts on problems of mental illness, lasting from five-minutes to one hour and including all types of formats, were presented during the year. These were said to be in addition to 3,000 to 4,000 radio and tv spot announcements carried by radio and television networks and stations.

South Dakota Workshop On Educ. Tv Ends Today

SOUTH DAKOTA Gov. Sigurd Anderson's educational tv workshop was scheduled yesterday (Sunday) and today in Pierre with representatives of more than 70 organizations on the invitation list, according to Keith Nighbert, chairman of a temporary committee named by the governor to study educational television.

Also slated to attend were national consultants from the Joint Committee on Educational Television and the National Citizens Committee for Educational Television.

Included on the agenda are addresses by the governor, the JCET and NCCET and Mr. Nighbert; previews of educational tv films; microwave and tv camera operation demonstrations, and discussion groups.

Religious Tv Workshop Held At WHEN (TV) Syracuse

SIXTH annual tv workshop for ministers and religious leaders was conducted from Nov. 8 through last Friday at WHEN-TV Syracuse under the auspices of the Syracuse Council of Churches, the New York State Council of Churches, and the National Council of the Churches of Christ in U. S. A. The workshop was under the direction of the Rev. Charles H. Schmitz, director of broadcast training for the National Council. Speaking at the closing session on Friday noon was Dr. W. R. G. Baker, vice president of General Electric Co. Commenting on the workshop, Mr. Schmitz declared: "Churchmen learn the limitations and possibilities of television in these workshops. Should they ever have an opportunity to produce a religious broadcast, they will do so wisely and well."

MILESTONES

Network Shows to Mark B'nai B'rith 40th Anniversary

AS PART of the 40th anniversary celebration of the Anti-Defamation League of B'nai B'rith, major television networks will present on Nov. 23 an hour-long musical and dramatic review of the accomplishments of the League since its inception.

The television program will be produced by Richard Rodgers and Oscar Hammerstein. A spokesman for the League said that television networks will combine facilities and contribute time for the telecast. Edward R. Murrow and John Daly will serve as commentators.

As a climax to the tv program, President Eisenhower is scheduled to appear to receive the 1953 America's Democratic Legacy Award, a silver medallion presented annually by the League to an American who has made "distinguished contributions to the enrichment of America's democratic legacy."

►WSUI Iowa City is ready to celebrate its 35th anniversary on the air in May 1954. "Despite many commercial stations' claims to being the first station west of the Mississippi, we have documented proof that WSUI [then WHAA] was the first regularly scheduled broadcasting station in the area," James P. Wehr, assistant program director announced. Station is operated by the state's U. of Iowa. Carl Menzer, station director, also will mark his 35th anniversary with the station that month.

* * *

► DOREMUS & Co., advertising and public relations company, is observing its 50th anniversary during November. The firm maintains offices in New York, Chicago, Boston, Philadelphia, San Francisco, and London, England.

* * *

► MORRIS B. SACHS' *Amateur Hour*, simulcast each Sunday by WENR-WBKB (TV) Chicago, was to broadcast its 1,000th program yesterday (Sunday). The show is in its 19th year. Guest m.c. was Don McNeill of ABC Chicago's *Breakfast Club*.

* * *

► DR. ALLEN B. DUMONT, president of the Allen B. DuMont Labs., presented a pin last week to C. Ogden Smith, manager of market research for the television receiver sales division, in commemoration of the 10th anniversary issue of *The Raster*, company house organ. Mr. Smith served on the original staff of *The Raster* in 1943 and was editor of the 24-page anniversary issue.

* * *

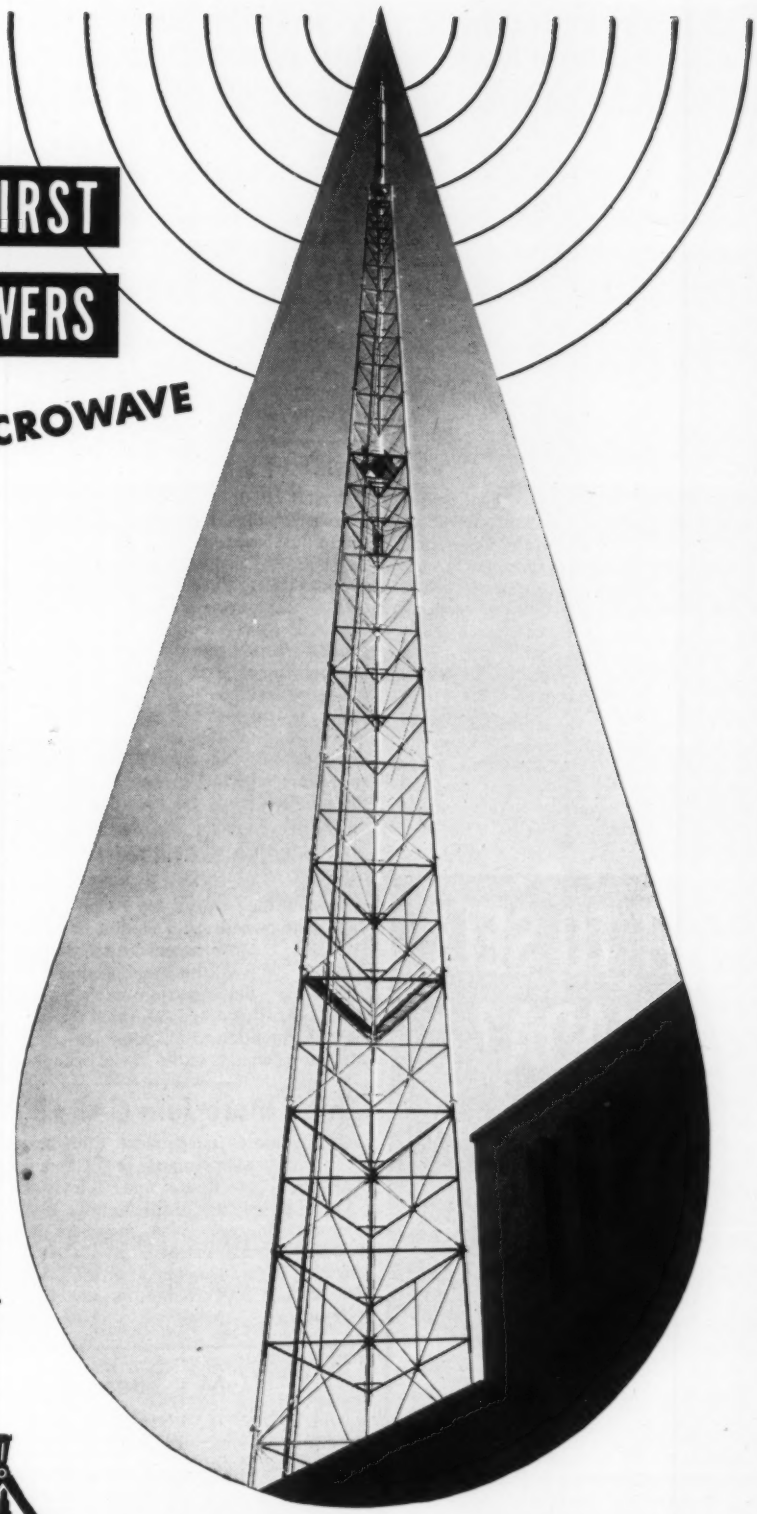
► MARTHA CRANE, women's director and conductor of the *Features Foods* program on WLS Chicago, celebrated her 25th anniversary with the station last month.

KDKA—'20 to '53

KDKA Pittsburgh reports that when it celebrated its 33d anniversary Nov. 2, Allyn Miller of Columbus, Ohio, was listening, "as usual," on a crystal set he has been using "down through the years." Mr. Miller wrote KDKA for a program schedule, says the station, adding that the Columbus man has been listening to KDKA since Nov. 2, 1920, when it went on the air with the Harding-Cox presidential election returns. NBC Radio saluted KDKA on its *Fibber McGee & Molly*, *Jane Pickens* and *Mel Allen* programs, the station said.

ASK TRUSCON FIRST ABOUT STEEL TOWERS

FOR AM • FM • TV • MICROWAVE



• Truscon—first name in steel towers—offers you a background of experience unmatched in radio. Many hundreds of Truscon designed and engineered steel towers today stand strong and tall . . . in all kinds of weather . . . in all types of topography. Truscon facilities for the complete design and production of steel towers are modern and efficient.

Ask Truscon first . . . whether your requirements call for tall or small towers . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM, TV or Microwave transmission.

Your telephone call or letter to any convenient Truscon district office or to "tower headquarters" in Youngstown will get your tower program going as soon as defense requirements permit.

TRUSCON
MARK OF MERIT PRODUCTS

TRUSCON STEEL DIVISION
REPUBLIC STEEL CORPORATION
1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Export Department: Chrysler Building, New York 17, N. Y.

TRUSCON® a name you can build on

TV COVERS IKE'S PARLIAMENT VISIT

FIRST television broadcast from inside the Canadian Parliament was to have been made Saturday during the visit of President Eisenhower to Ottawa [B•T, Nov. 9].

CANADA

The Canadian Broadcasting Corp., in arranging the telecast, brought a special crew of 15 engineers, three program men and two commentators from Toronto and Montreal to cover the historic event from the House of Commons' chamber.

The live telecast was to be made only by CBC, starting at 11 a.m. with the welcoming address by Prime Minister Louis St. Laurent in both French and English. President Eisenhower then was scheduled to speak for 15 minutes, after which the speaker of the House of Commons would reply in French, and the speaker of the Senate in English.

Three cameras were placed to get all angles of the ceremonies within the chamber, where the elected members of the House of Commons, appointed members of the Canadian Senate, Judicial and clerical dignitaries were to be seated. The distinguished visitors' gallery, where two of the tv cameras were set up, was reserved for diplomatic representatives. The third camera was located in front of the House of Commons' speaker's chair.

The program was to be carried by CBC commentators in English to Ottawa and Toronto stations, and to U. S. networks carrying the ceremonies via microwave pickup at Buffalo, N. Y. Montreal was to receive commentary in both English and French.

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

XEQ-TV—Powerful

XEQ-TV Mexico City, located at an altitude of 13,405 feet which is said to make it the "highest tv station in the world," is reported to have completed arrangements that will make it "the most powerful station in the world." According to Ernest Marx, director of the International Division of Allen B. DuMont Labs., XEQ-TV has ordered a 50 kw DuMont amplifier, plus a new 12-section super-turnstile, high-gain antenna. These additions, Mr. Marx noted, will give the station an effective radiated power of 600 kw, which he described "as the strongest picture power ever broadcast."

MEXICO

CBLT (TV)'s New Studios

AN AUDIENCE participation studio with rehearsing studios for CBLT (TV) Toronto has been purchased by Canadian Broadcasting Corp. for an undisclosed sum at 1140 Yonge St., Toronto, former engineering and record distributing center of RCA-Victor Ltd. CBC officials have for some time been looking for adequate space for their rapidly expanding tv requirements. The two-story building will be converted for large scale musical tv programs and variety shows, as well as for storage and paint shops. A coaxial line will connect the building with CBLT's transmitter at 354 Jarvis St. It is hoped to have the building ready for use by Dec. 1.

CANADA

Reds Ease Censorship

THE AP reported last week that the Russians have abolished censorship of programs of Ravag, state-owned radio station of the Austrian Government. According to the report, the announcement came from the Austrian cabinet which said the Russians also had informed the government of their intention to abandon censorship of theatres and concerts in the Soviet occupation zone.

AUSTRIA

Three More Join CARTB

THREE more independent Canadian stations have joined the Canadian Assn. of Radio and Television Broadcasters, bringing the total to 120 member stations. New members, whose applications were accepted at a CARTB board meeting in late October at Ottawa, were CFBC St. John, CKLC Kingston and CKEC New Glasgow.

CANADA

GM's Tuesday

TUESDAY EVENINGS on Canadian television may become known as the General Motors evening, for General Motors has just added another 1½ hours to its time that night. The sponsor brings in the quarter-hour *Dinah Shore Show*, one-hour *Milton Berle Show*, and follows with 1½ hours of live Canadian theatrical show from Toronto. In addition, General Motors of Canada imports the half-hour evening *Dave Garroway Show* and a second quarter-hour *Dinah Shore Show* on other evenings. All these are placed through MacLaren Advertising Co., Toronto. The programs are kineoscoped for use on non-network Canadian tv stations as these come on the air.

CANADA

Tell It to the Judge

TRAFFIC violators in Salt Lake City may find themseves starring in a new radio show *Traffic Court*, according to the station. Alvin G. Pack, director of program operations for KDYL that city, says the station is recording an hour of traffic court sessions daily. The recording will be edited and condensed into half-hour programs to be heard nightly Monday through Friday 10:30-11. Judge Neeley who sits on traffic court gives a short message on a major traffic problem at the beginning of each program. The judge has praised the station, which is working with city courts and the local public safety department, for providing time and facilities free as a public service.

WSLS-TV's Endeavor Goes Over

WHEN the local 1954 Community Fund Campaign public relations director asked WSLS-TV Roanoke, Va.—less than a year old—to telecast an hour-long show in behalf of the drive and also to invite a live audience, it was a real challenge. The ch. 10 station is not in its new home as yet and is operating from its one-floor quarters in a seven-story office building. But the physical set up did not phase the station. The show was telecast, using the studio and an auditorium of the local power company from where a cooking school had been televised. The show was smooth and successful, according to the station.

KDYL School Safety Aid

KDYL Salt Lake City has been commended by the Utah Congress of Parents & Teachers and local police for its school safety campaign in which it runs six spot announcements each school day asking motorists to drive slowly going past schools. For most effect, KDYL uses schoolboys and girls to make the announcements, mentioning a different school in each message.

Goss Records for Defense

AN announcement series he hopes no one will ever hear has been recorded by Columbia Pacific Radio Network newscaster Frank Goss. Mr. Goss is the official radio voice of the Southern California Civil Defense organization. The recordings are for local stations to warn of approaching air raids and to issue instructions to listeners. The recordings, the property of Civil Defense will be played only in case of actual attack.

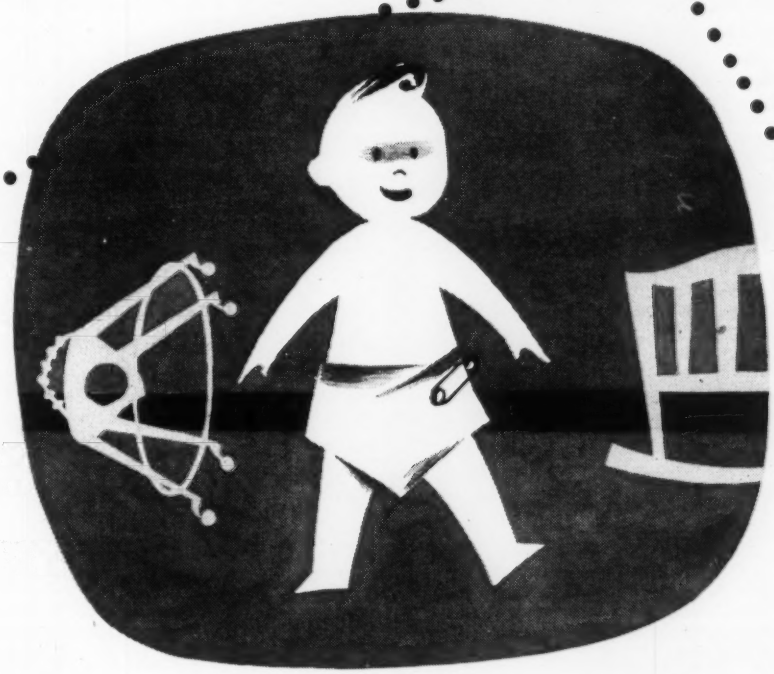
KING Salutes Road Courtesy

KING Seattle, which last year ran a successful public service campaign against jay-walking in conjunction with the Advertising and Sales Club of Seattle and the Seattle-King County Safety Council, has launched a "KING Courteous Driver" campaign to recognize the safety achievements of careful motorists. A courteous driver, selected by local and state law-enforcement officials, is named each day on *KING's Traffic Jamboree*, conducted by Al Cummings, disc jockey. The driver receives several merchandise awards.

WAVE Wades Into News Events Twice

FOR WAVE-AM-TV Louisville it was a major role played twice in recruiting volunteers to assist in two emergencies in the area. The first, a crash of a chartered airliner bringing soldiers from Camp Kilmer, N. J., to Fort Knox, Ky., killed 24 persons and injured 18 others. The second, a few weeks later (Oct. 18), was a

up and going



During a recent 60-day period, i.e., June and July, a reliable house-to-house audience survey covering the three most popular television viewing hours between 6:45 p.m. and 9:45 p.m. --Mondays through Fridays-- shows the results given below. These figures are based on a cross-section of 12,732 homes with TV sets, out of which 50.5 per cent. were tuned in at the time of the survey.

XEW - TV	Second Place	Third Place	TOTAL
32.2	17.0	1.3	50.5

Call on us for better entertainment and more profitable advertising

XEW TELEVISION Channel 2

TELEVICENTRO Avenida Chapultepec 18, México 1, D. F.

fire which burned more than 500 acres of timber and brush in Jefferson County, near Louisville. Local police asked WAVE to run announcements on radio and tv for blood donors only two hours after the plane cracked up at Standiford Field. An hour after the call, the Red Cross said it had more volunteers than it could handle. With five fire departments attacking the blaze, help was asked of the WAVE stations. Two hours after the call, the fire departments said so many volunteers showed up that four roads were jammed. WAVE said other local stations also joined in answering the appeals. Radio and tv in Louisville, according to the station, received praise from Red Cross and other public officials as well as newspapers in the city.

Pint for Every Kilocycle

WQAN Scranton, Pa., which operates on 630 kc, set up a goal of 630 pints of blood in its Oct. 20-30 drive to aid the American Red Cross campaign. The goal was topped by 62 pints. Cecil Woodland, station's general manager, noted that a 10-day drive last June by WQAN exceeded all Scranton ARC chapter records. Highlight of the present drive was "Mr. 630"—Adam Bailer. He gave the 630th pint and also added to his personal record of 32 blood donations. The entire WQAN staff donated.

Aids Cancer Victim

NEARLY $300 was donated to a 16-year-old cancer victim, son of a widow, as the result of an announcement on KDAV Lubbock, Tex., by announcer William (Hi-Pockets) Duncan on behalf of the boy, according to the station, which said some listeners picked three bales of cotton for $144, other listeners donated $118 and the West Texas Gin Co. donated its $36 ginning charge; all the money was turned over to the cancer victim.

Anti-Ice Box Effort

WEOL Elyria credits its public service drive in cooperation with the Junior Chambers of Commerce in Elyria and Lorian, Ohio, in rounding up old, abandoned ice-boxes with legislation initiated by Mayor John Jaworski of the latter city making it a criminal offense to retain an icebox which is not in use and located where it can be entered by children.

Special KING Award

KING Broadcasting Co., licensee of KING-AM-FM-TV Seattle, has received a special award for work in the United Good Neighbor fund-raising campaign for 63 welfare and health services. For the first time since World War II, the campaign ended on schedule, with its $3,322,000 goal in sight. Highlights were five-minute progress reports nightly on KING-TV and film promotion spots showing how the money received is used.

Bower Heads Anti-Fire by Radio

FOREST FIRE situation in the southern part of West Virginia has sparked the appointment of Bob Bower, WTIP Charleston, W. Va., to be radio forest fire prevention campaign coordinator. Carl Johnson, director of the state's conservation commission, made the appointment. Mr. Bower will direct efforts of radio in the state to prevent the spread of forest fires.

For Chest, It's All Four in St. Louis

ALL four "leading radio stations" in St. Louis had talent taking part in a half-hour broadcast kicking off the annual Community Chest fund-raising campaign on Oct. 17, according to KMOX St. Louis which was host station. Sharing the spotlight on the *Red Feather Show* were personalities from KSD, KWK, KXOK and KMOX. A local speaker reminded listeners that the Chest "never pays a penny for radio-tv time, although it costs lots of money," KMOX reports. Other stations may be hosts at a future date.

WKY Plays Traffic Cop

WKY Oklahoma City and the state highway patrol's airborne traffic squad have teamed up to reduce traffic snarls in the heavy Saturday traffic on highways leading into Owen Stadium at Norman during U. of Oklahoma home football games. On special signals the airborne squad passes traffic instructions and conditions to the motorists below via the mobile unit outside the WKY studios, which cuts into WKY programs to relay the information. This teaming-up has "scored so many touchdowns against traffic snarls that motorists can hardly believe they are on the football highway," WKY said.

Sioux City's Thirteenth

THE THIRTEENTH of October is remembered by radio listeners and tv viewers alike in Sioux City as the date when the first simulcast there was made by local stations KVTV (TV), KTRI and KCOM Sioux City and WNAX Yankton of a marathon show on behalf of the local Community Chest drive. Some 308 calls pledged $1,408 requesting stunts and acts. Production was handled by Norman Bacon, KVTV program director.

Assists at Benefit Show

WALK Long Island Program Director Jack Ellsworth was m.c. at a benefit show for Long Island charities staged Nov. 13-14 by the Patchogue Kiwanis Club. Mr. Elsworth also headed a committee which procured talent for the show.

Governor Praises WKNE

WKNE KEENE, N. H., has won the accolade, "good broadcasting," from Gov. Hugh Gregg for a half-hour exclusive interview with a witness subpoenaed by the state attorney general in New Hampshire's investigation of alleged communism. Gov. Gregg visited the station to hear a playback of the recorded interview, made by WKNE newsmen Palmer Payne and Ted Sawyer and broadcast the following day.

KITCHEN FAIR
featuring

Aileen Hammans

Recipe for good viewing and good sales

WBNS-TV introduces Ohio's own Aileen Hammans who brings to Kitchen Fair her well rounded background in homemaking.

Mrs. Hammans is not only a professional home economist, but a mother and grandmother as well. For over 12 years, she served as a member of the Home Economics Extension Service of Ohio State University lecturing and conducting food clinics and home demonstrations throughout 66 of Ohio's 88 counties.

Central Ohio mothers and homemakers are now able to benefit from Mrs. Hammans' vast experience and understanding of their problems through her daily televised Kitchen Shows. Her knowledge and warm personality combine to make Kitchen Fair a program of vast appeal to her large viewing audience. This daily top participation program on WBNS-TV continues to produce peak sales for both local and national advertisers.

wbns-tv
COLUMBUS, OHIO • CHANNEL 10
CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*
REPRESENTED BY BLAIR TV

CHRISTMAS TV SALES FORECAST: POOR, MAY BECOME WORSE

Major manufacturers cut prices on their lines, especially in the higher-priced categories. Workers are laid off. 'Overproduction' is labeled the villain of it all.

LOOKS like a lousy Christmas for the sellers of tv receivers.

Price cuts six weeks before Christmas—the season when radio-tv dealers figure on selling 50% of their year's supply—bodes no good for the remainder of the year.

Latest to cut prices is Westinghouse, which last week lopped $80 to $200 from the list prices of various of its tv models. Before that Hallicrafters cut prices $22 to $28 on most models and Raytheon slashed prices 6% to 13% on most models.

The villain in the sad situation, as far as can be learned, is overproduction. Already, tv manufacturers have produced as many receivers as they did in all of 1952—6.1 million. And inventory, in all pipelines, for the first nine months of the year approached 2.5 million, compared to 1.5 million at the same time last year.

Tv employes are being laid off. RCA laid off 2,000 workers recently. Crosley cut 500 off the payroll. GE dropped 350. Westinghouse officials have said that layoffs in December were certain.

Why the slump in what is normally the best season of the year for television receiver sales?

General consensus is that business in consumer durables is "soft." Automobiles are used as the prime examples. Auto sales began sagging early this summer. Sales of "white goods" (refrigerators, stoves, freezers) also have been below expectation in recent months.

It is felt in some quarters that tv sales have only now begun to feel the effects of the general business softening.

Effects of Color

Surprisingly, most astute observers feel that the imminence of compatible color tv is not the single, key factor playing hob with sales. Color is a contributory reason, not the main one, these distributors and dealers say.

Yet, as the public hears more and more about the advent of color tv, most industry leaders feel it is responsible in some degree to the falling off of tv set sales at this time.

One of the disappointments of the tv trade seems to be the lack of sizable sales in new tv markets. In January 1953 there were 78 markets with tv stations; as of November 1953 these had increased to 199. Yet purchases in new markets have not kept up with production.

Many of the new markets are uhf. Although this has given impetus to the sale of converters and all-wave tuners, it apparently has not sparked enough sales to make a dent in the falling sales curve.

Reasons for this have been attributed to the fact that most uhf stations are not operating with full power and therefore their pictures have not been of high calibre, nor have they been able to truly cover their markets.

One explanation seems to be that old markets, pretty well saturated, have been moving slowly —and the new market sales have not taken up the slack.

There seems to be agreement that the slump is mostly in the high priced models and not in what the trade calls the leaders. Yet, sales of the more costly consoles and combinations are where the velvet comes in—where the manufacturers and distributors and dealers get their major profits.

It is in this category, it is understood, that color publicity has been most harmful. Customers willing to spend $500 or more for a receiver seem to be willing to wait for color, even if initial prices may go as high as twice that amount.

Magnavox Reaction

The color factor was considered so significant by Magnavox that the Fort Wayne company took full page newspaper advertisements in major cities last week to "educate" the public on the subject. While acknowledging that color tv would undoubtedly get the FCC's green light soon, Magnavox pointed to the limited production of color sets the first few years, the high prices ($700-$1,000 has been the range most quoted), and the small pictures (12½-in.) as indications that the purchase of a black and white receiver now is still worthwhile.

Besides Magnavox's publicity on color, Emerson sometime ago guaranteed its black and white sets against the coming of color; said it would refund the full purchase price of the black and white receiver and credit it against any color tv receiver purchase. The offer is good to June 30, 1954, and applies only to the 1953 line of Emerson sets.

Although color sets are presumed to be in the $700-$1,000 bracket initially, some departures have been already announced. Emerson said it would put out a color set costing only 25% more than comparable black and white receivers within 18 months after the FCC approved compatible color tv.

Little Sightmaster Co., New Rochelle, N.Y., announced not long ago that it would have a color converter on the market following the FCC approval of color tv. This would convert a black and white set into a color set. Cost would be about $250, it was said.

Peculiar difference of opinion exists regarding the severity of the tv sales slump between manufacturers and dealers-distributors.

Manufacturers, admitting some falling off in the higher priced lines, maintain that overall business is fine. Maybe not as "hot" as they would like it to be, but generally fairly decent.

An RCA official termed reports of a "major slump" in tv set sales as "highly exaggerated." A Westinghouse spokeman admitted sales were "disappointing" but agreed that it mostly applied to sales of higher priced merchandise.

A Motorola executive scored "the prophets of gloom" who predict business cutbacks. He said Motorola has no serious sales problem.

Admiral Sales Still Up

An Admiral official reported that sales for the fourth quarter are still ahead of last year's at this time.

Other manufacturers, however, acknowledged "slippage" in sales. A CBS-Columbia spokesman estimated that tv set sales are off about 10% in October compared with September.

Hoffman Radio's Walter L. Stickle declared there was too much inventory at all levels. However, he attributed his company's stable

Do You Know This Woman?

• **She is Miss Helen Clark, who handles children's programs for Radio Rediffusion, Hong Kong.**

She informed us how effectively she has been using SESAC'S 'Mister Muggins Rabbit' Show, and what a great success it is out there in the far Pacific. Her audience includes children of many nationalities – and she says that grown-ups like it too.

SESAC'S 'Mister Muggins Rabbit' is truly a round-the-world character. No matter where, children and grown-ups alike find him a delightful radio attraction.

AT YOUR STATION – See and hear the SESAC program service by dropping a card to –

SESAC Transcribed Library
475 Fifth Avenue New York 17, N. Y.

condition to the opening of new tv markets, and reported that Hoffman sales for September were the largest in the firm's history. Mr. Stickle added that this year's third quarter report shows a 48% increase over the firm's 1952 third quarter report.

Comments from distributors and dealers are more explicit and colorful. A Washington distributor for a major name brand said his sales were 66 2/3% down from the same period last year. He attributed the serious drop to government employes' insecurity about jobs.

Bernard Altman, president of Brandt's Tv & Appliance Inc., New York, was succinct: "Sales right now stink," he said.

Jules Smith, Davega stores vice president, agreed that sales had dipped 15% from the same period a year ago, added that "the only sales are in the low price sets . . . [if the public only knew of the] bargains in the more expensive models."

Comments from manufacturers, checked by B•T last week, follow:

An official of the RCA Victor Division acknowledged that there has been a "sizable decline" in the sale of high-priced sets but added that other lines are selling as expected. He attributed the sales slump in high-priced receivers to the fanfare made over color. Dealers are reporting, he said, that consumers are holding off because they feel that color television is "right around the corner."

The company has placed production cutbacks into effect, the RCA spokesman said, but pointed out that this does not necessarily indicate that "poor business" is anticipated for the early part of next year. He explained that production was at a peak for the first eight or nine months of 1953 and the company is now returning to "normalcy."

A spokesman for Westinghouse Electric Corp. described the fourth quarter to date as "disappointing," and agreed with RCA that the major disappointment has applied to sales of high-priced sets. He noted that such a development is especially significant for Westinghouse because high-priced receivers predominate in its line.

He acknowledged that "unmanageably large inventories" had developed as a result of the record high production level the company had maintained since February of this year.

He cited the advent of color television as one factor that is building up sales resistance by consumers, but expressed the opinion that this barrier may dissolve when the public begins to understand that color sets of reasonable price are not in the immediate offing. The Westinghouse spokesman also noted that uhf sets have not moved as well as expected, and placed some of the responsibility on uhf station operators. He said that since they are not operating at maximum power the pictures are "poor" and added that programming generally has not been of "high calibre."

CBS-Columbia estimates that tv set sales were off about 10% in October as compared to September, according to a company official. He attributed the decline to publicity on color television, the high degree of saturation in the older markets and the failure of uhf markets to develop as expected. He also pointed out that since uhf stations are not operating at maximum power, reception is "poor" and consumers have been disappointed with the picture. The showing of uhf, he added, is not surprising because stations generally have used only "lackadaisical promotion."

William J. Halligan, president of Hallicrafters Co., Chicago, told B•T a number of factors, including "the wide publicity about the imminence of color," has contributed to the need for adjustment in the monochrome tv set field. He predicted the black and white market would remain substantial in the near future.

GATHERED around an RCA-Victor color tv receiver at the first coast-to-coast color tv demonstration staged by NBC in Burbank Nov. 3 are Dr. Charles B. Jolliffe, vice president and technical director, RCA; Brig. Gen. David Sarnoff, chairman of the boards, RCA and NBC; O. B. Hanson, vice president and chief engineer, NBC; Frank Folsom, president, RCA, and Emanuel Sacks, NBC staff vice president.

Halligan Stresses Adjustment

"We've been on the upcurve for a long while and an adjustment is in order," Mr. Halligan said. One factor affecting the business is the long summer we have had — unseasonable weather, with people still out playing that last game of golf. That's hurt. Also, the wide publicity about the imminence of color has hurt, restoring the industry to a much more conservative level. It is, however, well able to adjust itself and can tighten its belt to adapt itself to a smaller monochrome business in 1954 and 1955. Things are not too bad and there will be plenty of black and white business in the years to come.

A spokesman for Admiral Corp. attributed the slack in tv set sales to "premature publicity" and reports that color tv is "just around the corner." Even so, he said, Admiral's sales for the fourth quarter are still ahead of last year's at this time. The firm has no plans for cutting prices during the upcoming seasonal period and, in fact, has raised them in recent months. Some backlog exists in the larger screen sizes.

Motorola Reports Some Slowdown

A spokesman for Motorola Inc. in Chicago said there has been some slowdown in 24-inch and 27-inch set sizes and that these receivers were not moving "as anticipated earlier this year." He said a "great deal" of the slowdown can be attributed to "consumer hesitancy" created by current reports on color television. But there has been no backlog "of any serious proportion" on the larger sizes, he said, adding that sale of 17-inch and 21-inch sets has been gratifying.

"There have been too many sensational headlines—'like color tv by Christmas' and other ads—confronting the consumer," the spokesman said. "While many stories on the progress of color tv have been accurate, the consumer has not read down further into the stories for fuller amplication. I doubt whether this state of mind can be straightened out immediately."

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For All Broadcasting Equipment

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• Quincy, Illinois	123 Hampshire Street	Telephone 8202
• New York City	51 East 42nd Street	Murray Hill 7-7971
• Washington, D.C.	13th & E Streets, N.W.	Metropolitan 8-0522
• Houston, Texas	2700 Polk Avenue	Atwood 8536
• Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
• Atlanta, Georgia	13th & Spring Streets	Elgin 0369
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal, Quebec, Canada	Canadian Marconi Co	Atlantic 9441

Sales for Packard-Bell Co. for fiscal year ending Sept. 30 show a 40% increase over last year, and, according to Robert S. Bell, executive vice-president, "we are confident of the future."

Electric League of Los Angeles figures, which include set distribution in counties of Los Angeles, Kern, Orange, Riverside, San Bernardino, Santa Barbara and Ventura, show total of 1,681,073 sets as of Sept. 30. September 1953 total of 28,867 set sales shows 43% increase over August 1953 total of 20,196 and represents a 16% decrease from September 1952 total of 34,298 sets sold. League figures show set sale decrease of roughly 4,000 in April this year, followed by decrease of 3,000 in May. Steady monthly increase started in June.

Kaye-Halbert Breaks Even

Kaye-Halbert Corp. says while it has recorded an approximate 50% decrease in Los Angeles area sales, there has been an approximate 50% increase for the firm's product in outside areas. Los Angeles is a saturated market and mostly a matter of second-set or trade-in sales, according to Jack Brembeck, advertising manager. No price cut is planned, he added, despite fact firm cut its production last quarter because of accumulated inventory.

Polarad Color Gear Ready

COMPLETE line of NTSC color tv picture generating and monitoring equipment has been announced by Polarad Electronics Corp., 100 Metropolitan Ave., Brooklyn, N. Y. Among the units for which orders are being accepted now, the company said, are color monitors, slide picture signal generators, synchronization generators and bar generators.

Jerrold Electronics Asks For Satellite Test Permit

COMMUNITY television-active Jerrold Electronics Corp., Philadelphia, largest manufacturer of community tv equipment in the country, last week completed a five-day test of a satellite tv operation in Clinton, Md.

The test heralds no lessening of its belief in the future of mountain-top television systems, President Milton J. Shapp explained.

Jerrold has two satellite station equipment orders ($12,000-$15,000 each) from Emilio Ascarraga, Mexican radio-tv broadcaster (XEW-TV Mexico City and others), and wanted to test them out "in the field." Since they are designed to receive vhf ch. 9, Jerrold asked the FCC to run the Nov. 9-13 test at Clinton, Md., 15 miles southeast of Washington, D. C. Jerrold picked up WTOP-TV Washington (ch. 9) and retransmitted on vhf ch. 3 with 5 w radiated power. Washington signals were picked up on a Yagi array and retransmitted on the same type radiator. Both have a gain of 10 db, Jerrold said.

Jerrold said it took field intensity measurements, checked on interference from a gasoline-powered generator and determined whether there was any interaction between the receiving and the transmitting antenna.

Emerson Notes Set Record

MORE television receivers were shipped by Emerson Radio & Phonograph Corp. during the month of October than in any previous single month in its history, it has been announced by Benjamin Abrams, Emerson president. He added that sales were at a record high for the fiscal year ended Oct. 31.

CONVENIENCE and protection are combined in this prize-winning shipping case for rack-mounted transmitter units designed and demonstrated here by Gene Wald, packaging engineer for Allen B. DuMont Labs. Screened sides, coated with transparent vinyl plastic, keep contents visible from factory to station, insuring more careful handling in transit and enabling station technicians to arrange units for most efficient assembly without rummaging through old-style non-visible packing cases. Package was awarded first place among 35 entries in the 'Cleated Panel Boxes' class at Society of Packing and Material Handling Engineers' Industrial Packaging Exposition in Boston last month.

Zenith Has Seven 'Secret' Patents

DOWN in the musty environs of the U. S. Patent Office in Washington, television is still catalogued under Telegraphy (facsimile). And if you're looking for subscription tv, you'll find it under a further subheading: "Secret."

Announcement that Zenith had been granted seven patents for subscription tv a fortnight ago sent a B•T reporter browsing through the stacks. This is what he discovered:

Zenith has 28 patents on pay-as-you-look tv. The first Zenith patent was issued May 1950 on an application filed in 1947 by Alexander Ellett and Gilbert E. Gustafson, and assigned to the radio-tv manufacturer. It covered a system whereby a distorted signal broadcast from a transmitter is decoded by a signal sent over telephone lines. This is the original "Phonevision" patent.

But Zenith was not the first. There is a 1927 patent covering a method of secret transmission of tv pictures issued to Gilbert S. Vernam and assigned to the AT&T. There are a number involving similar objectives assigned to RCA, Motorola, and Federal Telephone & Radio Co. There is one in the name of A. H. Rosenthal (Skiatron). Applications are not made public at the Patent Office so there is no indication who or how many are pending. There are 44 grants of patents for subscription tv (Classification 178, sub-classification 5.1).

Zenith, undoubtedly has the greatest number. In addition to Messrs. Ellett and Gustafson, others who have received patents on various aspects of fee tv and who have assigned them to Zenith include: Erwin M. Roschke, George O. Striker, Nathan W. Aram, Jesse E. Brown, Richard O. Gray, Malcolm M. Hubbard, Francis W. Cotty, Bertrand J. Miller, George V. Morris, Albert Cotsworth III, Roswell H. Herrick and Pierce E. Reeves.

Nor are the latest patents involving pay tv without the use of telephone lines the first such that Zenith has received. In 1951, a proposal to use two signal channels—one for the coded signal and the other for the decoding signal—was patented by Messrs. Aram and Brown.

The seven patents assigned to Zenith last month involve various other means as well as improvements of accomplishing over-the-air decoding of a distorted broadcast picture.

Since 1952, Zenith has had a petition before the FCC seeking commercial authorization of subscription tv. In recent months, the principle of pay-as-you-look television has gained support from a number of uhf tv operators and permittees as the best means of permitting them to compete with nearby, large-city vhf stations [B•T, Aug. 10 et seq.].

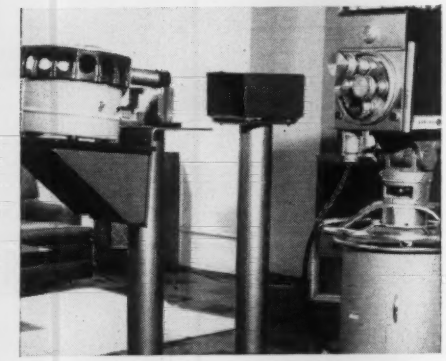
Ampex Forms New Unit

FORMATION of a new subsidiary, Ampex Loudspeaker Co., with manufacturing facilities at 6915 Farmdale Ave., North Hollywood, has been announced by Alexander M. Poniatoff, president of Ampex Corp., Redwood City, Calif., manufacturers of magnetic recording equipment.

Thomas L. Taggart, Ampex comptroller, has been temporarily reassigned manager of the subsidiary, he said. The Ampex loudspeakers are being built under license from James B. Lansing Sound Corp. Under the expanded operations Ampex now provides complete sound equipment. Included are magnetic pickup equipment, amplifiers and speakers.

'Forbes' Cites Emerson

EMERSON Radio & Phonograph Corp., New York., is described in the current issue of *Forbes* magazine as "the fastest growing television receiver manufacturer" in the country. An announcement from Emerson last week said this conclusion is based on a survey by the magazine of the financial aspects of 12 leading television manufacturers for the ten-year period, 1943-52. In order of composite ranking, the other manufacturers were said to be General Electric, RCA, Westinghouse, Sylvania, Motorola, DuMont, Avco, Zenith, Admiral, Philco and Raytheon.



GENERAL Electric's image box (center unit) developed by Bausch & Lomb for sale at $235 enables a station to transmit films in an emergency by use of a studio camera (right) when the film camera fails. The ground-glass plate in the image box picks up films or slides from the projector (left) on one side and images are picked up by the studio camera on the other.

Jolliffe Foresees Future Home Replete With Electronic Aids

DR. Charles B. Jolliffe, vice president and technical director of RCA, last week foresaw a time when electronic devices will prepare the meals, provide entertainment, "deliver" the daily newspaper, guard the house and even handle the family accounts.

In a talk to the Scarsdale (N. Y.) Woman's Club on Wednesday, he ascribed these features to what he called the "electronic dream house of the future."

"Fact as well as fancy plays a part in this story," Dr. Jolliffe said, "for, as you recognize, some of its elements are already in use, and all of them are possible."

He said the U. S. "is fortunate, indeed, that it is pre-eminent not only in the scientific development of electronics, but also in its application," and credited the nation's advance in this field in large measure to the work of the many industrial laboratories, such as RCA's David Sarnoff Research Center at Princeton.

He also noted that RCA had spent more than $50 million during the past 20 years on the development and introduction of black-and-white television and is engaged in a similar research project that has advanced the imminence of color tv, now in prospect of early introduction to the public.

Government Eases Rule On Transistor Manufacture

THE GOVERNMENT on Nov. 2 eased rigid defense limitation on the production of transistors and crystal diodes.

The action met strong objections voiced by some manufacturers that all their production of these two important electronic equipment components was being taken up by the military, thus barring a supply to commercial customers who wish them for experimental and developmental use.

The Dept. of Commerce's Business and Defense Service Administration said that transistor and diode manufacturers now can stay within the percentage limitation that has been in effect for receiving tubes. This limitation (M-17) requires a manufacturer to provide 50% of his tube production to the military if only one company makes the tubes, or 25% if more than one company produces them.

Electronics Parts Show

MEMBER companies of four manufacturing associations which co-sponsor the annual Electronics Parts Show have received brochures and contracts for the 1954 exhibition, it has been announced. The convention will be held at the Conrad Hilton Hotel in Chicago May 17-20. Sponsoring groups are Radio-Electronic-Television Mfrs. Assn., Sales Managers Club Eastern Division; Assn. of Electronic Parts and Equipment Mfrs., and the West Coast Electronic Mfrs. Assn.

CROSLEY Broadcasting Corp. buys a 50 kw Standard Electronics Corp. tv transmitter for its WLWA (TV) Atlanta's scheduled boost to 316 kw video power in December. Robert E. Dunville, Crosley president, signs; watching are (l to r): James Evans, Standard sales engineer; K. T. Murphy, Crosley vice president-controller, and William H. Zillger, Standard vice president.

Sylvania Plant Extension

CONSTRUCTION by Sylvania Electric Products Inc. of a 200,000-square-foot plant extension near Seneca Falls, N. Y., to be used for the manufacture of large-size television picture tubes and for pilot production of color tubes is nearing completion, W. H. Lamb, general manager of Sylvania's Television Picture Division, has announced.

Manufacturing Shorts

RCA Victor Division of RCA has shipped 1 kw am radio transmitter to KCCT Corpus Christi, Tex. Transmitter is new RCA type BTA-IM.

Ampex Corp., Redwood City, Calif., has organized wholly-owned subsidiary, **Ampex Loudspeaker Co.** at 6915 Farmdale Ave., North Hollywood, Calif. **Thomas L. Taggart,** Ampex comptroller, temporarily reassigned as manager of loudspeaker subsidiary.

CBS-Hytron, Danvers, Mass., has prepared for servicemen and dealers new data sheet defining company's 5AW4 high-vacuum rectifier and new catalog for servicemen describing useful tools.

Hollywood Film Co., that city, recently announced completion of 16 new safety film storage vaults, making total of 51 storage units. Firm manufactures and distributes tv film production supplies and equipment.

Sylvania Electric Products Inc. announces development of new tube type, 6BN6. In sound channel applications for fm or tv receivers, tube performs function of limiter, discriminator and audio amplifier, thus reducing number of tubes needed, company says.

Hermon Hosmer Scott Inc., Cambridge, Mass., announces new transcription amplifier, incorporating complete 10-w power amplifier and power supply, as well as full-range controls and adjustable equalizer-preamplifier. It may be used for broadcasting, recording or home-music sound reproduction. It features three-position turnover and roll-off record-equalization controls. Amplifier is known as type 99-A.

S. O. S. Cinema Supply Corp. announces its catalogue of motion picture and television production equipment is available free of charge to companies or individuals in the industry. The catalogue, which is said to number 80 pages and contain more than a thousand different items, may be obtained by writing the company at 602 West 52nd St., New York 19, N. Y.

Fisher, Wayland, Duvall & Southmayd, law firm, announces removal of offices to 703 Perpetual Bldg., 1111 E St., N. W., Washington. Telephone is Republic 7-1450.

Fretco Inc., Pittsburgh, announces development of "Super Fretaray" broadband colinear array that is reported to retain high gain on all channels, vhf and uhf.

THE LATEST WCKY STORY

BUSINESS IS BETTER THAN EVER ON

WCKY

OCTOBER 1953 BROKE ALL RECORDS

PUT YOUR PRODUCT ON WCKY FOR PRODUCTIVE ADVERTISING

The L. B. Wilson Station, Cincinnati

WCKY

Canadian-USA Television Agreement Revised October 12, 1953

A. SCOPE OF AGREEMENT

1. This agreement relates to the assignment and utilization of 82 television channels between 54 and 890 megacycles along the border between the Dominion of Canada and the United States of America within an area of 250 miles on either side of the border. Assignments made at points which are more than 250 miles from the border need not be notified as hereinafter specified except that in cases of unusual powers or antenna heights appropriate details may be exchanged for informational purposes.

B. NOTIFICATIONS

1. Notification shall be made by an exchange of documents between the Department of Transport and the Federal Communications Commission. The Governments shall notify each other not later than 10 days following a grant of an authorization for a television station within the scope of the arrangement. Each Government shall be provided 20 days after notification to object to the proposed assignment.

2. The notification shall contain the following:

a. Transmitter location (city, longitude and latitude).
b. Channel number
c. Channel frequency
d. Antenna—
   (1) Height above ground
   (2) Height above sea level
   (3) Height above average terrain (2-10 miles)
   (4) Horizontal directivity pattern
e. Effective radiated power
f. Call letters

C. POWER OF STATIONS

1. All station assignments within the scope of this agreement shall have an effective radiated signal in any vertical or azimuthal plane not in excess of—

a. 100 kw for channels 2-6
b. 325 kw for channels 7-13
c. 1000 kw for channels 14-83

2. Lower power than that listed in (1) above may be assigned by either Government, but

3. The assignment of lower power shall not prevent the authorization of maximum power at a later date.

D. ANTENNA HEIGHT

1. There shall be no maximum limit on antenna height.

E. OFFSET OF VIDEO CARRIER FREQUENCY

1. In order to obtain the most favorable possible desired to undesired signal ratio and the maximum service areas in any group of three stations located in close proximity to each other and operating on the same channel, the video carrier frequency of two of said stations shall be offset by plus or minus 10 kilocycles respectively.

2. The frequency tolerance of stations in this arrangement shall be maintained within plus or minus one kilocycle of the agreed frequency.

F. ASSIGNMENT PLAN

Tables A and B contain all the assignments made to Provinces and States within 250 miles of the border. The specific assignments within 250 miles of the border are accepted.

G. TRANSMITTER LOCATIONS

Television transmitters shall be located so as to serve the city to which the channel is assigned and to promote the overall efficiency of the assignment plan. Transmitters shall be located so as not to prejudice future assignments in the other country. The following factors shall be considered in the location of transmitters:

1. Co-channel separation, vhf and uhf.
2. Adjacent channel separation, vhf and uhf.
3. Oscillator radiation, uhf. (For the purposes of this agreement, it is considered that two stations separated by the receiver intermediate frequency, i. e., seven channels, may cause oscillator radiation interference.)
4. I. F. beat, uhf. (For the purposes of this agreement it is considered that two stations separated by the receiver intermediate frequency, i.e., seven or eight channels, may cause I. F. beat interference.)
5. Intermodulation, uhf. (For the purposes of this agreement it is considered that two stations separated by less than six channels may cause intermodulation interference.)
6. Picture Image, uhf. (For the purposes of this agreement it is considered that two stations separated by 15 channels may cause picture image interference.)
7. Sound Image, uhf. (For the purposes of this agreement it is considered that two stations separated by 14 channels may cause sound image interference.)

H. CHANGES IN THE TABLE

Changes or additions to the Table of Assignments shall be effected by the procedure of Notification as set forth elsewhere except that Notification shall be made in advance, and the Government shall have 30 days to object to the change.

I. COOPERATION AND EXCHANGE OF INFORMATION

The Administration of the respective countries will exchange information and cooperate with each other for the purpose of minimizing interference and obtaining maximum efficiency in the use of television channels.

TABLES OF ASSIGNMENTS

Offset Carrier Designators

\+ Plus 10 kc — Minus 10 kc

TABLE A

CANADA

ALBERTA

City	Channel No.
Calgary	2+, 4, 10, 12, 17, 23, 29, 35
Edmonton	3, 5—, 11—, 13+
Grande Prairie	2—
Lacombe	8
Lethbridge	7, 22+
Medicine Hat	6—, 15—
Red Deer	6

BRITISH COLUMBIA

Chilliwack	3, 42
Cranbrook	19+
Dawson Creek	5
Fernie	24+
Kamloops	4+, 16
Kelowna	13, 21
Nanaimo	48
Nelson	5, 17—
New Westminster (see Vancouver)	
Penticton	15+
Port Alberni	19
Prince Rupert	6+, 7
Trail	11, 14
Vancouver-New Westminster	2+, 8+, 10+, 14+, 30, 36
Vernon	2, 27
Victoria	6, 40, 46

MANITOBA

Brandon	5+, 9+, 11+, 21, 32
Flin Flon	3+
Dauphin	8, 14+
Portage la Prairie	34
St. Boniface (see Winnipeg)	
Winnipeg-St. Boniface	4+, 6—, 7+, 13, 18—, 24+, 30, 36+, 42—

NEW BRUNSWICK

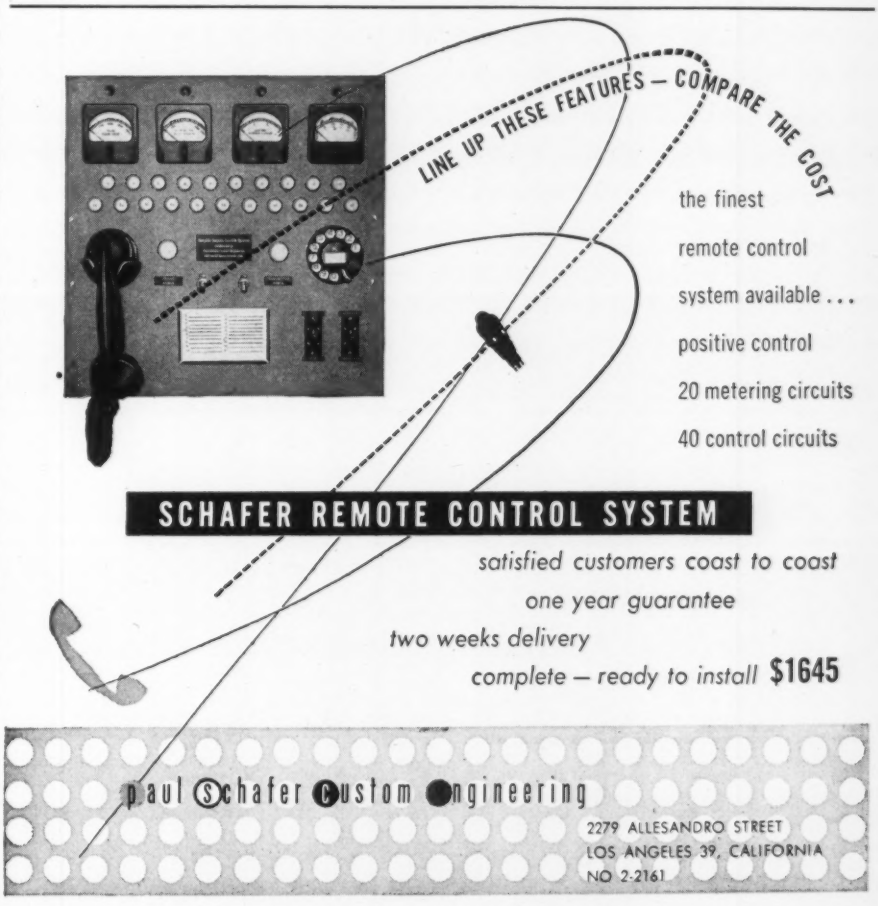
Cambellton	12, 20+
Edmunston	10+, 27—
Fredericton	9+, 28
Moncton	16
Newcastle	18
St. John	4+, 6—, 17—, 23
St. Stephen	26—
Sackville	8+, 22
Woodstock	36—

NOVA SCOTIA

Amherst	41+
Antigonish	9, 34
Bridgewater	10, 43+
Halifax	3, 5, 12+, 15, 21, 27, 37
Kentville	19—
New Glasgow	18—
Sydney	2+, 4, 6, 15+, 21+
Truro	31
Windsor	25+
Yarmouth	13—, 14

ONTARIO

Barrie	14
Belleville	39—
Brantford	16+
Brockville	46—
Chatham	14—
Cornwall	36
Fort Frances	5, 19—
Fort William (see Port Arthur)	
Guelph	55
Hamilton	11+, 51, 57, 68, 78
Kenora	9, 22—
Kingston	11—, 26—, 44—
Kitchener	13+, 45+
Kirkland Lake	9—
London	10, 18—
Niagara Falls	29+
North Bay	10—, 15
Oshawa	53—
Orillia	3+, 30
Ottawa-Hull	4+, 9+, 30—, 40+
Owen Sound	8—, 26
Pembroke	13—, 32
Peterborough	22
Port Arthur-Fort William	2, 4—, 14, 20, 30+
St. Catherines	49—
St. Thomas	24+
Sarnia	40
Sault Ste. Marie	2—, 12+, 22+
Smiths Falls	42
Stratford	27—
Sudbury	5, 7, 17—, 23+



FACTS YOU SHOULD KNOW ABOUT UHF CONVERTERS

Many converters on the market today are unsatisfactory in fringe and shadow areas where signal strength is low. Before you install a UHF converter in these areas you should know these facts:

1 Signal power loss in the preselector seriously affects picture quality. Most UHF converters use sliding-contact shorted line tuners in the preselector with a fixed power loss of 6 db. The Turner uses High Q coaxial cavity tuners with no sliding contacts. Signal power loss is cut to 3 db. The resulting low noise figure keeps picture quality high.

2 Oscillator radiation often causes interference with neighboring sets. In the Turner converter the oscillator tube socket and all associated circuits are inside the coaxial cavity, self-shielded. Removable covers provide a second shield against radiation.

3 High amplifier noise figure can further damage picture quality. The Turner converter uses a special broadband amplifier with Cascode circuit. It retains the preselector signal savings without appreciably increasing the noise figure. The Turner amplifier noise figure is only 4 db.

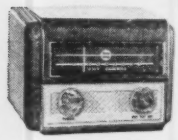
Whether installing converters in shadow and fringe areas, or putting one in your own home, remember . . . the Turner often means the difference between good reception and bad reception.

EXCLUSIVE TURNER FEATURES

- Higher sensitivity
- Extremely low noise figure
- Exceptional frequency stability
- Double shielding
- Hi-Q silver plated coaxial cavities
- No sliding contacts

OTHER MAJOR TURNER FEATURES

Continuous single-knob tuning. Illuminated slide-rule dial. Smaller size: 8"x6"x6". Use with UHF or combination antennas. Self powered, uses channels 5 or 6. Complete installation instructions. For 110-120 volts 50-60 cycles AC. Schematic included.



List price $49.50

In VHF fringe and shadow areas, the Turner Booster is a superior performer, too.

The TURNER Company
900 17th St., N.E., Cedar Rapids, Iowa

Gentlemen: Please send complete information on the Turner UHF Converter ☐ Turner Booster ☐

Name _____

Address _____

City _____

State _____

Export: Ad Auriema, Inc., 89 Broad St., New York 4, N. Y.
Canada: Canadian Marconi Co., Toronto, Ont. & Branches

City	Channel No.
Timmins	6
Toronto	6+, 9, 19—, 25
Windsor	9—, 32+, 38—
Wingham	36
Woodstock	47

PRINCE EDWARD ISLAND

Charlottetown	13+, 14+
Summerside	11, 20

QUEBEC

Amos	4
Chicoutimi	2+, 12+, 14
Drummondville	19—
Granby	25
Hull (see Ottawa, Ont.)	
Jonquiere	20
La Sarre	13
Matane	23—, 7
Montreal-Verdun	2, 6—, 10, 12, 15+, 44
New Carlisle	2, 14—
Quebec	4, 5—, 9, 11+, 29, 39
Riviere du Loup	6, 30+
Rimouski	3—, 21—
Roberval	8, 17
Rouyn	11+
St. Hyacinthe	50+
Ste. Anne de la Pocatiere	13, 33+
Shawingan Falls	27
Sherbrooke	7, 42—, 48—
Sorel	17—
Thetford Mines	31+
Three Rivers	21
Val D'Or	8
Valleyfield	38—
Verdun (see Montreal)	
Victoriaville	37+
Ville Marie	2

SASKATCHEWAN

Gravelbourg	22
Moose Jaw	4—, 7—, 18+, 24—
North Battleford	3—
Prince Albert	11
Regina	2, 9—, 12, 21+, 27
Saskatoon	8+, 13—
Swift Current	14
Watrous	6, 30—
Yorkton	3, 15+

TABLE B
UNITED STATES

CONNECTICUT

City	Channel No.
Bridgeport	43—, 49—, 71
Hartford	3+, 18—, 24
Meriden	65—
New Britain	30+
New Haven	8+, 59+
New London	26+, 81
Norwalk (see Stamford)	
Norwich	57+, 63—
Stamford-Norwalk	27
Waterbury	53

IDAHO

Blackfoot	33
Boise	4+, 7, 9—
Burley	15—
Caldwell	2
Coeur d'Alene	12—
Emmett	26—
Gooding	23
Idaho Falls	3, 8+
Jerome	17
Kellogg	33—
Lewiston	3—
Moscow	15
Nampa	6, 12+
Payette	14+
Pocatello	6—, 10
Preston	41
Rexburg	27+
Rupert	21
Sandpoint	9+
Twin Falls	11, 13—
Wallace	27—
Weiser	20—

ILLINOIS

Alton	48
Aurora	16
Belleville	54+
Bloomington	15—
Cairo	24—
Carbondale	34, 61—
Centralia	32+, 59+
Champaign-Urbana	3+, 12—, 21, 27, 33
Chicago	2—, 5, 7, 9+, 11, 20, 26, 32, 38, 44
Danville	24
Decatur	17, 23+
DeKalb	67
Dixon	47+
Elgin	28+
Freeport	23
Galesburg	40—
Harrisburg	22
Jacksonville	29
Joliet	48+
Kankakee	14
Kewanee	60—
La Salle	35
Lincoln	53+
Macomb	61+
Marion	40
Mattoon	46—
Mt. Vernon	38—
Olney	16—
Pekin	69+
Peoria	8, 19, 37—, 43+
Quincy	10—, 21+
Rockford	13+, 39+, 45+
Springfield	2+, 20+, 66+
Streator	65—
Urbana (see Champaign)	
Vandalia	28—
Waukegan	22+

INDIANA

Anderson	61
Angola	15+
Bedford	68
Bloomington	4, 30—, 36
Columbus	42—
Connersville	38+
Elkhart	52
Evansville	7, 50—, 56, 62
Fort Wayne	69, 27+, 33—
Gary	50, 66
Hammond	56—
Indianapolis	6, 8—, 13—, 20—, 26+, 67—
Jasper	19+
Kokomo	31
Lafayette	47, 59
Lebanon	18
Logansport	51
Madison	25—
Marion	29+
Michigan City	62+
Muncie	49, 55+, 71
Princeton	52+
Richmond	32—
Shelbyville	58+
South Bend	34—, 40+, 46
Tell City	31—
Terre Haute	10, 57+, 63—
Vincennes	44+
Washington	60+

KENTUCKY

Ashland	59—
Bowling Green	13, 17+
Campbellsville	40+
Corbin	16
Danville	35+
Elizabethtown	23
Frankfort	43—
Glasgow	28+
Harlan	73+
Hazard	19—
Hopkinsville	20
Lexington	27—, 64
Louisville	3—, 11+, 15, 21—, 41—, 51—
Madisonville	26
Mayfield	63
Maysville	24+
Middlesborough	57, 63+
Murray	33—
Owensboro	14—
Paducah	6+, 43
Pikeville	14—
Princeton	45—
Richmond	60
Somerset	29—
Winchester	37+

MAINE

Auburn	23+
Augusta	10—, 29+
Bangor	2—, 5+, 16—
Bar Harbor	22—
Bath	65
Belfast	41—
Biddeford	59
Calais	7, 20—
Dover-Foxcroft	18+
Fort Kent	17+
Houlton	24
Lewiston	8—, 17
Millinocket	14+
Orono	12—
Portland	6+, 13+, 47—, 53+
Presque Isle	8, 19
Rockland	25—
Rumford	55—
Van Buren	15—
Waterville	35+

MARYLAND

Annapolis	14—
Baltimore	2+, 11—, 13+, 18, 24+, 60—
Cambridge	22+
Cumberland	17+
Frederick	62+
Hagerstown	52
Salisbury	16+

+ 10 kc
— 10 kc

MASSACHUSETTS

City	Channel No.
Amherst	82
Barnstable	52
Boston	2+, 4—, 5—, 7+, 44+, 50—, 56
Brockton	62
Fall River	46—, 68
Greenfield	58—
Holyoke (see Springfield)	
Lawrence	72
Lowell	32+
New Bedford	28—, 34+
North Adams	74+, 80+
Northampton	36+
Pittsfield	64+
Springfield-Holyoke	55, 61
Worcester	14, 20

MICHIGAN

Alma	41+
Alpena	9+, 30—
Ann Arbor	20+, 26—
Bad Axe	46—
Battle Creek	58—, 64—
Bay City	5—, 63—, 73+
Benton Harbor	42
Big Rapids	39
Cadillac	13—, 45
Calumet	13+
Cheboygan	4+, 36+
Coldwater	24—
Detroit	2+, 4, 7—, 50—, 56, 62
East Lansing	60+
East Tawas	25—
Escanaba	3+
Flint	12—, 16—, 22—, 28
Gladstone	40—
Grand Rapids	8+, 17+, 23—
Hancock	10—
Houghton	19
Iron Mountain	9, 27
Iron River	12—
Ironwood	31—
Jackson	48
Kalamazoo	3—, 36—
Lansing	6—, 54
Ludington	18+
Manistique	14+
Maniste	15—
Marquette	5+, 17
Midland	19+
Mount Pleasant	47—
Muskegon	29—, 35+
Petoskey	31
Pontiac	44+
Port Huron	34+
Rogers City	24
Saginaw	51—, 57—
Sault St. Marie	8, 10+, 28—, 34
Traverse City	7+, 20—, 26+
West Branch	21

MINNESOTA

Albert Lea	57—
Alexandria	36
Austin	6—, 51+
Bemidji	24—
Brainerd	12
Cloquet	44
Crookston	21—
Detroit Lakes	18+
Duluth-Superior, Wis.	3, 6+, 8—, 32, 38
Ely	16
Fairmont	40+
Faribault	20
Fergus Falls	16—
Grand Rapids	20—
Hastings	29+
Hibbing	10+
International Falls	11
Little Falls	14+

City	Channel No.
Mankato	15—
Marshall	22+
Minneapolis-St. Paul	2—, 4, 5—, 9+, 11—, 17, 23+
Montevideo	19
New Ulm	43—
Northfield	26
Owatonna	45
Red Wing	63
Rochester	10, 55—
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39—
Thief River Falls	15
Virginia	26+
Wadena	27+
Willmar	31+
Winona	61
Worthington	32

MONTANA

Anaconda	2+
Billings	2, 8, 11
Bozeman	9, 22—
Butte	4, 6+, 7—, 15+
Cut Bank	20+
Deer Lodge	25+
Dillon	20
Glasgow	16
Glendive	18—
Great Falls	3+, 5+, 23—
Hamilton	17+
Hardin	4+
Havre	9+, 11+
Helena	10+, 12
Kalispell	8—
Laurel	14+
Lewistown	13
Livingston	16—
Miles City	3—, 6, 10
Missoula	11, 13—, 21+
Polson	18
Red Lodge	18+
Shelby	14—
Sidney	14
Whitefish	16+
Wolf Point	20—

NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	27+
Durham	11
Hanover	21+
Keene	45—
Laconia	43
Littleton	24—
Manchester	9—, 48+
Nashua	54
Portsmouth	19+
Rochester	51

NEW YORK

Albany-Schenectady-Troy	6, 17+, 23—, 41
Amsterdam	52—
Auburn	37—
Batavia	33—
Binghamton	12—, 40—, 46+
Buffalo (Also see Buffalo-Niagara Falls)	17, 23
Buffalo-Niagara Falls	2, 4—, 7+, 59
Cortland	56+
Dunkirk	46
Elmira	18+, 24—
Glens Falls	39+
Gloversville	29—
Hornell	50
Ithaca	14+, 20—
Jamestown	58+
Kingston	66—
Lake Placid	5
Malone	20+, 66
Massena	14—
Middletown	60
New York	2—, 4, 5+, 7, 9+, 11+, 25, 31—
Niagara Falls (see Buffalo-Niagara Falls)	
Ogdensburg	24+
Olean	54+
Oneonta	62—
Oswego	31
Patchogue	75
Plattsburg	28+
Poughkeepsie	21—, 83
Rochester	5—, 10+, 15—, 21, 27+
Rome (see Utica)	
Saranac Lake	18
Schenectady (Also see Albany)	35
Syracuse	3—, 8, 43+
Troy (see Albany)	
Utica-Rome	13, 19, 25+
Watertown	48

- 10 kc
- 10 kc

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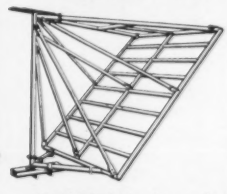

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TOWER Construction Co.

SIOUX CITY, IOWA

City	Channel No.
NORTH DAKOTA	
Bismarck	5, 12—, 18, 24
Bottineau	16+
Carrington	26—
Devils Lake	8+, 14—
Dickinson	2+, 4, 17
Fargo	6, 13—, 34—, 40
Grafton	17—
Grand Forks	2, 10
Harvey	22+
Jamestown	7—, 42
Lisbon	23
Minot	6+, 10—, 13+
New Rockford	20+
Rugby	38—
Valley City	4—, 32—
Wahpeton	45+
Williston	8—, 11—, 34+
OHIO	
Akron	49+, 55—, 61+
Ashtabula	15
Athens	62—
Bellefontaine	63
Bowling Green	70
Cambridge	26
Canton	29
Chillicothe	56+
Cincinnati	5—, 9, 12, 48—, 54—, 74—
Cleveland	3, 5+, 8, 19, 25+, 65+
Columbus	4—, 6+, 10+, 34, 40—
Coshocton	20
Dayton	2, 7+, 16+, 22+
Defiance	43
Findlay	53
Fremont	59+
Gallipolis	18+
Hamilton-Middleton	65
Lancaster	28—
Lima	35—, 73
Lorain	31—
Mansfield	36+
Marion	17—
Massillon	23+
Middleton (see Hamilton)	
Mount Vernon	58
Newark	60—
Oxford	14+
Piqua	44—
Portsmouth	30

+ 10 kc
— 10 kc

City	Channel No.
Sandusky	42+
Springfield	52—, 76
Steubenville (see Wheeling, W. Va.)	
Tiffin	47+
Toledo	11—, 13, 30+
Warren	67+
Youngstown	21—, 27, 73—
Zanesville	50+
OREGON	
Albany	55+
Ashland	14—
Astoria	30—
Baker	37+
Bend	15—
Burns	16
Corvallis	7—, 49—
Eugene	9+, 13, 20+, 26
Grants Pass	30
Klamath Falls	2—
La Grande	13+
Lebanon	43+
McMinnville	46—
Medford	5
North Bend	16+
Pendleton	28
Portland	6+, 8—, 10, 12, 21—, 27+
Roseburg	4+, 28+
Salem	3+, 18—, 24+
Springfield	37—
The Dalles	32
PENNSYLVANIA	
Allentown	39, 67
Altoona	10—, 19+, 25—
Bethlehem	51—
Bradford	70—
Butler	43—
Chambersburg	46—
Du Bois	31+
Easton	57—
Emporium	42
Erie	12, 35+, 41—, 66+
Harrisburg	27—, 55+, 71+
Hazleton	63
Irwin	4+
Johnstown	6, 56—
Lancaster	8—, 21+
Lebanon	15+
Lewistown	38
Lock Haven	32—
Meadville	37
New Castle	45—
Oil City	64
Philadelphia	3, 6—, 10, 17—, 23+, 29, 35—
Pittsburgh	2—, 11, 13—, 16, 47—, 53+
Reading	33+, 61—
Scranton	16—, 22—, 73
Sharon	39+
State College	44
Sunbury	65
Uniontown	14
Washington	63+
Wilkes-Barre	28, 34
Williamsport	36—
York	43, 49
RHODE ISLAND	
Providence	10+, 12+, 16, 22
SOUTH DAKOTA	
Aberdeen	9—, 17+
Belle Fourche	23+
Brookings	8, 25
Hot Springs	17+
Huron	12+, 15+
Lead	5—, 26
Madison	46
Mitchell	5+, 20—
Mobridge	27—
Pierre	6—, 10+, 22—
Rapid City	7+, 15—
Sioux Falls	11, 13+, 38+, 44—
Sturgis	20
Vermillion	2+, 41
Watertown	3—, 35+
Winner	18—
Yankton	17—
VERMONT	
Bennington	33
Brattleboro	77+
Burlington	16+, 22+
Montpelier	3, 40
Newport	46

+ 10 kc
— 10 kc

City	Channel No.
Rutland	49+
St. Albans	34—
St. Johnsbury	30
WASHINGTON	
Aberdeen	58
Anacortes	34
Bellingham	12+, 18+, 24—
Bremerton	44, 50
Centralia	17
Ellensburg	49, 65
Ephrata	43
Everett	22—, 28—
Grand Coulee	37
Hoquiam	52
Kelso	39
Kennewick (Also see Kennewick-Richland-Pasco)	25
Kennewick-Richland-Pasco	41
Longview	33
Olympia	60
Omak-Okanogan	35—
Okanogan (see Omak)	
Pasco (Also see Kennewick-Richland-Pasco)	19—
Port Angeles	16—
Pullman	10—, 25
Richland (Also see Kennewick-Richland-Pasco)	31
Seattle	4, 5+, 7, 9, 20, 26+
Spokane	2—, 4—, 6—, 7+
Tacoma	11+, 13—, 56, 62
Walla Walla	5—, 8, 22
Wenatchee	45, 55
Yakima	23+, 29+, 47
WEST VIRGINIA	
Beckley	6—, 21
Bluefield	41+
Charleston	8+, 43+, 49—
Clarksburg	12+, 22
Elkins	40+
Fairmont	35
Hinton	31
Huntington	3+, 13+, 53—
Logan	23—
Martinsburg	58—
Morgantown	24
Parkersburg	15—
Welch	25
Weston	5, 32
Wheeling (Also see Wheeling-Steubenville, Ohio)	57+
Wheeling-Steubenville, Ohio	7, 9+, 51+
Williamson	17
WISCONSIN	
Adams	58+
Appleton	42+
Ashland	15+
Beaver Dam	37
Beloit	57
Chilton	24+
Eau Claire	13, 19+, 25+
Fond du Lac	54+
Green Bay	2+, 6
Janesville	63+
Kenosha	61—
La Crosse	8+, 32+, 38—
Madison	3, 21—, 27—, 33+
Manitowoc	65
Marinette	11+, 32—, 38+
Milwaukee	4—, 10+, 12, 19—, 25, 31+
Oshkosh	48—
Park Falls	18
Portage	17—
Prairie du Chien	34
Racine	49—, 55
Rhinelander	22
Rice Lake	21+
Richland Center	15, 66—
Sheboygan	59—
Shell Lake	30—
Sparta	50—
Stevens Point	20+, 26—
Sturgeon Bay	44—
Superior (see Duluth, Minn.)	
Wausau	7—, 16+, 46—
Wisconsin Rapids	14—

+ 10 kc
— 10 kc

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Station Authorizations, Applications
(As Compiled by B • T)

Nov. 5 through Nov. 11

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Oct. 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,479	536	101
CPs on air	18	30	†214
CPs not on air	106	20	230
Total on air	2,479	566	†315
Total authorized	2,603	586	545
Applications in hearing	137	3	150
New station requests	187	5	285
Facilities change request	148	34	16
Total applications pending	781	113	415
Licenses deleted in Sept.	2	6	0
CPs deleted in Sept.	3	2	2

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

• • •

Am and Fm Summary through Nov. 11

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,497	2,482	117	187	137
Fm	566	539	17	5	3

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	182	276	458[1]
Educational	9	16	25

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	208	100	308
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	vhf	uhf	Total
Commercial	850	337	670	517	1,187[2]
Educational	50		24	26	50[3]
Total	900	337	694	543	1,237[4]

[1] Twenty-two CPs (5 vhf, 17 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 25 already granted.
[4] Includes 483 already granted.

• • •

Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect [B•T, Oct. 26].

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Chicago, Ill.—Chicago Educational Tv Assn. granted noncommercial educational vhf ch. 11 (198-204 mc); ERP 61.7 kw visual and 33.1 kw aural; antenna height above average terrain 610 ft., above ground 644 ft. Estimated construction cost $350,677, first year operating cost $303,000. Post office address 38 S. Dearborn St. Studio location 2935 W. Polk St. Transmitter location 105 W. Adams St. Geographic coordinates 41° 52′ 45″ N. Lat., 87° 37′ 51″ W. Long. Transmitter and antenna GE. Legal counsel Sidley, Austin, Burgess & Smith, Chicago. Consulting engineer G. William Lang, Elgin, Ill. A director is **Lenox R. Lohr,** 1936-40 president of NBC, now president of Chicago Museum of Science & Industry. Public drive is underway to raise $1.1 million. Granted Nov. 5.

Topeka, Kan.—Alf M. Landon, granted uhf ch. 42 (638-644 mc); ERP 88 kw visual, 50 kw aural; antenna height above average terrain 373 ft., above ground 395 ft. Estimated construction cost $335,345, first year operating cost $125,000, revenue $125,000. Post office address National Bank of Topeka Bldg., Topeka. Studio location to be determined. Transmitter location 3.5 mi. WNW of State Capitol Bldg. Geographic coordinates 39° 04′ 07″ N. Lat., 95° 44′ 12.5″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Jansky & Bailey, Washington. Sole owner is **Alf M. Landon,** 65% owner of KSCB Liberal, Kan., and independent oil producer. Granted Nov. 5.

APPLICATION

Bangor, Me.—Murray Carpenter, vhf ch. 2 (54-60 mc); ERP 1.415 kw visual, 0.848 kw aural; antenna height above average terrain 641 ft., above ground 99 ft. Estimated construction cost $146,844, first year operating cost $206,000, revenue $250,000. Post office address 35 Howard St., Bangor. Studio location Mt. Hope Ave., Bangor. Transmitter location 1.25 miles SSE of Holden, Me. Geographic coordinates 44° 44′ 12″ N. Lat., 68° 40′ 36″ W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Mr. Carpenter is former president WPOR Portland, Me.; former treasurer of WABI-AM-TV Bangor, and former applicant for vhf ch. 13 in Portland. Filed Nov. 5.

APPLICATIONS AMENDED

Hatfield, Ind.—Owensboro Pub. Co. (WOMI Owensboro) amends application for new tv station on vhf ch. 9 to specify studio location as Needmore St., Hatfield. Filed Nov. 4.

Indianapolis, Ind. — Indianapolis Bcstg. Inc. (WIRE) amends application for vhf ch. 13 to change studio location to New York & Talbot Sts., Indianapolis; antenna height above average terrain to 680 ft. Filed Nov. 9.

Indianapolis, Ind.—WIBC Inc. amends application for vhf ch. 13 to change ERP to 286 kw visual, 143 kw aural; studio location to 2845 North Illinois St., Indianapolis; antenna height above average terrain to 1,031 ft. Filed Nov. 9.

New Orleans, La.—James A. Noe, et al d/b as James A. Noe & Co. amends application for new tv station on vhf ch. 4 to change name to James A. Noe, Harry Allsman, Raymond F. Hufft & James A Noe Jr. d/b as James A. Noe & Co.; change antenna height above average terrain to 707 ft.; studio and transmitter location to Behrman Hwy. S of Donner Canal, SE of New Orleans. Filed Nov. 4.

Cumberland, Md. — Maryland Radio Corp. amends application for uhf ch. 17 to change ERP to 19.055 kw visual, 9.527 kw aural; studio location to be determined; transmitter location Wills Mt., 3.5 miles N of Cumberland; antenna height above average terrain to 1,007 ft. Filed Nov. 9.

St. Louis, Mo.—Missouri Valley Tv Co. amends application for vhf ch. 4 to change antenna height above average terrain to 1,071 ft. and transmitter location to Junction of Old and New Tesson Ferry Rd., St. Louis. Filed Nov. 4.

Memphis, Tenn.—Hoyt B. Wooten d/b as WREC Bcstg. Service (WREC) amends application for vhf ch. 3 to change ERP to 100 kw visual and 60 kw aural. Filed Nov. 9.

APPLICATIONS DISMISSED

Boston, Mass.—Hildreth & Rogers Co. FCC dismissed application for new tv station on vhf ch. 5 at request of attorney. Dismissed Nov. 4.

Toledo, Ohio—Crosley Bcstg. Corp. FCC dismissed application for new tv station on vhf ch. 11 at request of applicant. Dismissed Nov. 4.

Existing Tv Stations . . .

Decisions

KATV (TV) Pine Bluff, Ark.—Central-South Sales Co. granted modification of CP for vhf ch. 7 to change ERP to 174 kw visual and 91.2 kw aural; antenna height above average terrain 1,010 ft. Granted Nov. 4; announced Nov. 10.

WFIE (TV) Evansville, Ind.—Premier Tv Inc. granted modification of CP for uhf ch. 62 to change transmitter and studio location to 10th Ave. at Buchanan Rd., Evansville; ERP to 129 kw visual, 69.2 kw aural; antenna height above average terrain 550 ft. Granted Nov. 6; announced Nov. 10.

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KWWL-TV Waterloo, Iowa—Black Hawk Bcstg. Co. granted STA to operate commercially on vhf ch. 7 for the period ending May 3. Granted Nov. 4; announced Nov. 10.

KGTV (TV) Des Moines, Iowa—Rib Mountain Radio Inc. granted STA to operate commercially on uhf ch. 17 for the period ending March 25. Granted Nov. 2; announced Nov. 10.

KTAG-TV Lake Charles, La.—KTAG-TV Inc. granted STA to operate commercially on uhf ch. 25 for the period ending Dec. 17. Granted Nov. 2; announced Nov. 10.

WAAB-TV Worcester, Mass.—Wilson Enterprises Inc. granted modification of CP for uhf ch. 20 to change ERP to 74.1 kw visual and 41.7 kw aural; change studio location to Asnebumskit Hill, Paxton, Mass.; antenna height above average terrain 820 ft. Granted Oct. 30; announced Nov. 3.

WKZO-TV Kalamazoo, Mich.—Fetzer Bcstg. Co. granted modification of CP for vhf ch. 3 to change ERP to 100 kw visual, 50.1 kw aural; antenna height above average terrain 990 ft. Action Nov. 6; announced Nov. 10.

KXJR-TV Valley City, N. D.—N. D. Bcstg. Co. Inc. granted modification of CP for vhf ch. 4 to change ERP to 100 kw visual and 57.5 kw aural; transmitter location to 7½ miles S, 3 miles W of Pillsbury, N. D.; studio location to be determined; antenna height above average terrain 1,090 ft. Granted Nov. 6; announced Nov. 10.

WUTV (TV) Youngstown, Ohio—Albert S. Polan et al d/b as Polan Industries granted modification of CP for vhf ch. 2 to change ERP to 234 kw visual and 123 kw aural; change transmitter and studio location to Market St. between Avondale and Brooklyn Avenues, Youngstown; antenna height above average terrain 410 ft. Granted Oct. 30; announced Nov. 3.

KTVQ (TV) Oklahoma City, Okla.—Republic Tv & Radio Co. granted STA to operate commercially on uhf ch. 25 for the period ending Nov. 12. Granted Nov. 2; announced Nov. 10.

WGCT (TV) Greenville, S. C.—Carolina Tv Inc. granted modification of CP for vhf ch. 4 to change transmitter location to On Top of Paris Mt., near Greenville; ERP 100 kw visual, 50.1 kw aural; antenna height above average terrain 1,140 ft. Granted Nov. 6; announced Nov. 10.

KBMT (TV) Beaumont, Tex.—Tv Bcstrs. Inc. granted modification of CP for uhf ch. 31 to change ERP to 18.6 kw visual and 10.0 kw aural; change studio and transmitter location to U. S. Hwy. 90, 1 mile W of Vidor, Tex.; antenna height above average terrain 462 ft. Granted Nov. 6; announced Nov. 10.

WOSH-TV Oshkosh, Wis.—William F. Johns, et al d/b as Oshkosh Bcstg. Co. granted modification of CP for uhf ch. 48 to change ERP to 13.8 kw visual, 7.24 kw aural; antenna height above average terrain 313 ft. Granted Nov. 4; announced Nov. 10.

APPLICATIONS

WFMB-TV Indianapolis, Ind.—WFMB Inc. seeks modification of CP for vhf ch. 6 to change transmitter location to 2.85 mi. S of 86th St. and 5.8 mi. W of Ditch Rd., NW of Indianapolis; antenna height above average terrain 922 ft. Filed Nov. 4.

KSLA (TV) Shreveport, La.—Interim Tv Corp. seeks modification of CP for vhf ch. 12 to change transmitter location to Lake & Market, Shreveport; ERP to 11 kw visual and 5.5 kw aural; antenna height above average terrain 269 ft. Filed Nov. 9.

WJDT (TV) Jackson, Miss.—Lamar Bcstg. Co. seeks modification of CP for vhf ch. 3 to make changes in antenna and other equipment; antenna height above average terrain 681 ft. Filed Nov. 9.

WMUR-TV Manchester, N. H.—The Radio Voice of N. H. Inc. seeks modification of CP for vhf ch. 9 to change ERP to 111 kw visual and 66.5 kw aural; antenna height above average terrain 1,027 ft. Filed Nov. 9.

KCJB-TV Minot, N. D.—North Dakota Bcstg. Co. seeks modification of CP for vhf ch. 13 to change studio location to 15-A West Central Ave., Minot; antenna height above average terrain 420 ft. Filed Nov. 9.

WCMB-TV Harrisburg, Pa.—Rossmoyne Corp. seeks modification of CP for uhf ch. 27 to change transmitter location to Blue Mt., 0.7 mi. NW of Summerdale, Pa.; ERP to 78 kw visual, 39 kw aural; change from non-directional to directional; antenna height above average terrain 927 ft. Filed Nov. 9.

KEYL (TV) San Antonio, Tex.—San Antonio Tv Co. seeks modification of CP and license to change corporate name to San Antonio Bcstg. Co. Filed Nov. 9.

KOMO-TV Seattle, Wash.—Fisher's Blend Station Inc. seeks modification of CP for vhf ch. 4 to make antenna changes; antenna height above average terrain 812 ft. Filed Nov. 9.

CALL LETTERS ASSIGNED

KCOA (TV) Corona, Calif.—KOWL Bcstg. Co., uhf ch. 52.

KMER (TV) Merced, Calif.—Merced Tv Corp., uhf ch. 34.

WILM-TV Wilmington, Del.—Delaware Bcstg. Co., uhf ch. 83.

WDBO-TV Orlando, Fla.—Orlando Bcstg. Co., vhf ch. 6.

WTHI-TV Terre Haute, Ind.—Wabash Valley Bcstg. Corp., vhf ch. 10.

KGLO-TV Mason City, Iowa—Lee Radio Inc., vhf ch. 3.

KFVS-TV Cape Girardeau, Mo.—Hirsch Bcstg. Co., vhf ch. 12.

WIBG-TV Philadelphia, Pa.—Daily News Tv Co., uhf ch. 23.

WGCT (TV) Greenville, S. C.—Carolina Tv Inc., vhf ch. 4.

WTSK-TV Knoxville, Tenn.—Tv Service of Tenn., uhf ch. 26, changed from WTSK (TV).

WHA-TV Madison, Wis.—Wisconsin State Radio Council, State of Wis., non-commercial educational on vhf ch. 2.

WDSM-TV Superior, Wis.—Ridson Inc., vhf ch. 6.

New Am Stations . . .

ACTION BY FCC

Vancouver, Wash.—Western Bcstg. Co., granted 1150 kc, 1 kw daytime. Estimated construction cost $18,500, first year operating cost $24,000, revenue $32,000. Principals include **Charles M. Weagent** (60%), chief engineer KBPS Portland, Ore., and **Ralph Weagent** (40%), announcer and news editor KXL Portland. Grant subject to condition that Charles Weagent prove he divested himself of all connection with and responsibility for KBPS operation. Post office address % C. M. Weagent, 3221 Northeast 38th Ave., Portland. Granted Nov. 5.

APPLICATION

Cruz Bay, St. John, Virgin Islands—Mary Louise Vickers, tr/as West Indies-Caribbean Radio (Radio Caribe), 1190 kc, 500 w night, 1 kw daytime unlimited. Estimated construction cost $27,877, first year operating cost $20,790, revenue $25,000. Post office address % Mary Louise Vickers, Cruz Bay, St. John, Virgin Islands. Filed Oct. 29.

APPLICATIONS AMENDED

Medford, Ore.—Clarence E. Wilson & P. D. Jackson d/b as Medford Bcstg. Co. amends application for new am station on 1540 kc, 1 kw unlimited to specify daytime only and to change transmitter and studio locations to 1¾ miles E of Pacific Hwy., Medford. Filed Nov. 9.

Franklin, La.—Cyril W. Reddoch & Ralph L. Hooks d/b as Dixieland Bcstg. Service amends application for new am station on 1590 kc, 1 kw daytime to specify 1600 kc. Filed Nov. 9.

Existing Am Stations . . .

DECISIONS

KTKN Ketchikan, Alaska—Alaska Bcstg. Co. granted CP to install new transmitter as alternate transmitter at present location of main transmitter, to be operated on 930 kc with power of 1 kw. Action Nov. 5; announced Nov. 10.

KIBH Seward, Alaska — Alaska Bcstg. Co. granted modification of license to increase hours of operation from 3:30 to 10:30 p.m. Monday through Saturday and 1:00 to 10:30 p.m. Sundays to 12:00 noon to 12:00 midnight, seven days a week. Granted Nov. 5; announced Nov. 10.

KIFW Sitka, Alaska—Alaska Bcstg. Co. granted modification of license to increase hours of operation from 5:00 to 11:00 p.m. Monday through Saturday and 1:00 to 11:00 p.m. Sundays to 12:00 noon to 12:00 midnight, seven days a week. Granted Nov. 5; announced Nov. 10.

KBIF Sanger, Calif.—John Poole Bcstg. Co. granted CP to change transmitter and studio location to 16366 E. Trimmer Springs Rd., Centerville, Calif. Granted Nov. 3; announced Nov. 10.

APPLICATIONS

WBRN Big Rapids, Mich.—Paul A. Brandt seeks CP to increase power from 500 w to 1 kw. Filed Nov. 9.

KNIM Maryville, Mo.—Maryville Radio & Tv Corp. seeks CP to change hours of operation from daytime to unlimited with power of 100 w night and 250 w daytime. Filed Nov. 9.

APPLICATIONS AMENDED

KIFN Phoenix, Ariz. — Western Bcstg. Co. amends application for modification of CP to change hours of operation from daytime to unlimited, directional day and night with 1 kw power to make changes in directional antenna system. Filed Nov. 9.

WAHR Miami Beach, Fla.—Alan Henry Rosenson amends application for modification of CP to change antenna, transmitter and studio locations from Coral Gables to Miami Beach to reduce power to 100 w. Filed Nov. 9.

STATION FORFEITED

WBID Henderson, N. C.—Nathan Frank forfeited CP for new am station on 1450 kc, 250 w unlimited and cancelled call letters. Forfeited Nov. 2.

STATION DELETED

WGRO Bay City, Mich.—James Gerity Jr. FCC cancelled license and deleted call letters for existing am station. Deleted Nov. 8.

Existing Fm Stations . . .

DECISIONS

KCMS (FM) Manitou Springs, Colo.—Garden of the Gods Bcstg. Co. granted modification of CP to change ERP to 750 w; antenna height above average terrain to minus 1560 ft. Granted Nov. 5; announced Nov. 10.

WFMT (FM) Chicago, Ill.—Gale Bcstg. Co. granted modification of CP to change to ch. 254 (98.7 mc). Filed Nov. 2.

WCMF (FM) Memphis, Tenn.—Memphis Pub. Co. granted modification of CP to change ERP to 300 kw and antenna height above average terrain to 940 ft. Granted Nov. 5; announced Nov. 10.

Ownership Changes . . .

DECISION

WBKV West Bend, Wis.—West Bend Bcstg. Co. granted voluntary acquisition of positive control by August C. Berkholtz through purchase of 12% interest from Paul J. Ripple for $6,000. Mr. Berkholtz will now own 62%. Granted Nov. 4.

APPLICATIONS

WPFC Panama City, Fla.—Bay County Bcstg. Co. seeks voluntary acquisition of positive control by E. L. Dukate through sale of 247 shares by Edward G. Holmes and 5 others to E. L. Dukate and 3 others for $28,405. Principals include President **E. L. Dukate** (56.6%), Vice President **W. D. Lanier** (26.8%), insurance and consumer finance and **Eula D. Harris** (14.1%), housewife. Filed Nov. 2.

WBRD Ft. Lauderdale, Fla.—Broward Bcstg. Co. seeks voluntary transfer of control to existing stockholders Myles H. Johns and Ted Nelson through sale of 180 shares for $26,000. Filed Nov. 3.

KIUL Garden City, Kan.—KIUL Inc. seeks voluntary transfer of control to John P. Harris and 11 others through sale of all stock for $20,160. Principals include **J. P. Harris** (16⅔%), **Sidney F. Harris** (13⅓%), **Sue Catherine Harris** (16⅔%), **Virginia S. Harris** (13⅓%) and **Virginia Harris Rayl** (13⅓%). J. P. & S. F. Harris each own ⅓ of *Ottawa Herald*, Ottawa, Kan.; *Chanute Tribune*, Chanute, Kan.; 25% *Burlington Hawk-Eye Gazette*, Burlington, Iowa; 20% of KBUR Burlington; stockholders of *Salina Journal* (KSAL) Salina, Kan., 12% KFBI Wichita, Kan. and 12.17% stockholders KTVH (TV) Hutchinson, Kan. Filed Nov. 2.

WGUY-AM-FM Bangor, Me. — Guy Gannett Bcstg. Services seeks voluntary assignment of license to Murray Carpenter for $45,000. Mr. Carpenter is applicant for new tv station on vhf ch. 2. in Bangor and former officer and stockholder WPOR Portland and WABI-AM-TV Bangor. Filed Nov. 3.

WPBC Minneapolis, Minn.—People's Bcstg. Co. seeks voluntary acquisition of positive control by William V. Stewart through sale of 334 shares of stock by Arthur J. Eaton to licensee corporation for $38,410. Mr. Stewart will now control 57.9%. Filed Nov. 2.

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$70,000.00

Fulltime network affiliate in prosperous market. Price includes attractive cash and accounts receivable position. Financing available.

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WCBI Columbus, Miss.—Birney Imes Jr. seeks voluntary assignment of license to Columbus Bcstg. Co. for $15,197.78. Mr. Imes purchases 97.4% interest in new corporation for $7,500. Other principals include **Nancy M. Imes** (1.3%) and **Eunice T. Imes** (1.3%), wife and mother, respectively, of Mr. Imes. Filed Oct. 30.

WELO Tupelo, Miss.—Birney Imes Jr. seeks voluntary assignment of license to Tupelo Bcstg. Co. for $27,207.73. Mr. Imes purchases 97.4% interest in new corporation for $7,500. Other principals are **Mary M. Imes** (1.3%) and **Mrs. Eunice T. Imes** (1.3%), wife and mother, respectively of Mr. Imes. Filed Nov. 2.

KICA Clovis, N. M.—Hugh DeWitt Landis & Ross B. McAlister d/b as Radio Station KICA seek voluntary assignment of license to H. D. Landis through sale of ⅓ interest by R. B. McAlister for $35,000. Consideration consists of cancellation of notes totaling $24,999 and $10,000 representing profits of the existing partnership. Filed Nov. 2.

WHIZ-TV Zanesville, Ohio—Southeastern Ohio Tv System seeks involuntary assignment of CP for uhf ch. 50 to Clay Littick, Arthur S. Littick, Ernest B. Graham, Clarence A. Graham and Anne Littick and Clay Littick, co-executors under the will of O. B. Littick, d/b as Southeastern Ohio Tv System. Application is for purpose of securing permission to continue business under the de facto partnership of the same name until it is determined what distribution will be made of O. B. Littick's 25% interest. Filed Oct. 30.

KUIN-AM, KGPO-FM Grants Pass, KBES-TV Medford, Ore.—Southern Oregon Bcstg. Co. seeks voluntary relinquishment of control by Ames E. Voorhies (50%), through disposition of portion of his stock by sale or gift to his son Earle E. Voorhies (1/6) and his grandson John Voorhies (1/6). Mr. A. E. Voorhies retains 1/6 interest and by voting trust agreement will vote 50% of the corporation. Filed Nov. 2.

KVAS Astoria, Ore.—KVAS Inc. seeks involuntary assignment of license to William Ohlmann, receiver for KVAS Inc. Purpose is to facilitate the ultimate sale of KVAS for benefit of all creditors. Filed Nov. 2.

WPXY Punxsutawney, Pa.—Jefferson Bcstg. Co. seeks involuntary transfer of control to partnership of the same name and to include Emily Morgan Clawater as executrix of the estate of Dr. Issiah C. Morgan. Filed Nov. 2.

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Help Wanted

Salesmen

Permanent position with substantial guarantee and commission in 91st market, Stockton, California. Network, 1000 watt fulltime. Sizeable account list to begin with, prospects unlimited Write Box 259A, B•T.

Salesman: Good opportunity for man who can sell radio in small, single station market in Ohio. Must be hard worker with ambition to build good account folio. Box 372A, B•T.

Guaranteed monthly income $400. against 15 percent commission, protected territory, account list for experienced salesman. Established Illinois independent offers permanent position, good future for competent worker desiring to advance. Paid vacation, bonus, sick benefits, company-paid pension plan. Fast growing community in county with $86,000,000. annual retail sales. Personal interview necessary. Write details of training, experience, age. Box 411A, B•T.

Salesman-assistant manager. Immediate opening. $425.00 month and up! KWRT, Boonville, Missouri.

Salesmen—now calling on radio and tv stations! Sell our line of call letter specialties. Fast sellers; big profits. Write RA-TEL, Box 770, Huntsville, Alabama.

Several salesmen needed for Florida's fastest growing station with tv affiliation. Contact Myles Johns, 1337 Seabreeze, Fort Lauderdale, Florida.

Announcers

Minnesota station needs first class engineer-announcer. Good salary. Opportunity to earn extra money selling. Box 371A, B•T.

Wanted at once, announcer with good voice. Prefer sales and sports experience. Located in Central Michigan. Box 379A, B•T.

Opening southwest combination engineer-announcer with emphasis on announcing. Send details to Box 381A, B•T.

Experienced announcers, eastern Indiana, immediately for quiz shows and general duties that run board. 1st class license if possible. Wire details. Box 410A, B•T.

Announcer. Some control operating involved. Experience preferred. Good salary. Pleasant working conditions. Immediate opening. Central New York network affiliate. Send full details. Box 450A, B•T.

Announcer-chief engineer, also announcer with third class ticket. Good pay. Small Carolina town. Send details. Box 464A, B•T.

Help Wanted—(Cont'd)

Top 250 watt operation in midwest. An announcer with diversified talents, records, news, interviews, etc. No board or engineering necessary. Send tape and background information to Box 467A, B•T.

Need replacement fast for service bound announcer. Pay good. Send picture, audition first letter. All auditions returned. KSCB, Liberal, Kansas.

Experienced announcer-copywriter for new, 1,000 watt. First phone desirable but not essential. Good pay and future for right man. Send resume, tape to KVNC, Winslow, Arizona.

Top pay—for top man to replace terrific DJ lost to tv. Must be strong on ad-lib, humor, commercials. If you think you can qualify, send tape or contact WAPL, Appleton, Wisconsin.

Staff announcer. Strong, music, news. Send disc, resume, references. WBCK, Battle Creek, Michigan. Tv grantee.

Top morning DJ man, who can sell on air, steady cooperative. Salary at least $100. per week. Opportunity for extra talent for shows. Send resume, tape first letter. WEEK, Peoria, Illinois.

Local newsman, to gather, write and report local news and handle special events. Journalism graduate preferred. Send disc or tape, photo, background, and salary expected to W. F. Miller, WDZ, Decatur, Illinois.

Announcer-engineer, first phone, 1000 watt independent daytime station. Contact Hugh Birdsong, WFPM, Fort Valley, Georgia.

First rate announcer with ticket or permit. Must have three years experience. Able to run combo. Steady job. 250 watt independent. Excellent salary. WHUC, Hudson, New York.

Announcer-engineer, first phone, immediate opening. WKJF, Pittsburgh 11, Pa.

Immediate opening for better than average announcer. Good working conditions and excellent pay. Give salary requirements, past experience first letter, WMJM, Cordele, Georgia.

Gals! DJ's! Several needed for air work. All gal station. Must have experience, personality, voice, looks and figure. Contact Ted Nelson, 1337 Sebreeze, Fort Lauderdale, Florida.

East coast major market independent wants first class combination man. Excellent salary and working arrangement. Personal interview and audition required. Write in detail giving references which will be checked. Box 271A, B•T.

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RCA-TT5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

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Help Wanted—(Cont'd)

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

First class engineer with car for midwest kilowatt directional. No announcing. Permanent job with tv future. Box 412A, B•T.

First class engineer, experience unnecessary. Connecticut ABC affiliate, studio transmitter. Box 472A, B•T.

Chief engineer. Should be capable taking complete charge engineering for 1 kw directional am and vhf tv being constructed on channel 11. More interested in practical background than theory. Send full details via letter to Frank C. McIntyre, KLIX is Klickin', Twin Falls, Idaho.

Opening for engineer in am, fm, tv operation. WKZO, Kalamazoo, Michigan.

Experienced first class engineer, 1000 watt directional. No announcing. Contact Paul Dunbar, Chief Engineer, WVLK, Lexington, Kentucky.

Production-Programming, Others

Topflight news station, midwest clear channel, has opening for mature, experienced news editor for combination radio-tv job. Must be first rate writer-reporter, preferably with some newspaper experience. Box 337A, B•T.

Newsman: 1000 watt midwest prestige independent needs a local news reporter. Have an immediate and permanent opening for a man who has experience pounding a newsbeat; can write an interesting, factual story; and who has a good air voice. $80.00 per week to start. Opening created because of a promotion. Send everything first letter. Box 342A, B•T.

Immediate opening for experienced continuity writer. Midwest 250 watt network station. Good working conditions. Give past record, salary requirements, etc. Write Box 386A, B•T.

Opening southwest, 1000 watt station for experienced continuity writer or man and wife combination commercial manager and continuity writer. Contact Dave Button, KSVP, Box 38, Artesia, New Mexico. Phone 650.

Copywriter with experience in writing commercials and program formats. KBTM, Jonesboro, Arkansas.

Experienced copywriter to take charge of department. Immediate opening. Good pay. Permanent. Send full particulars WGAC, Augusta, Georgia.

Immediate opening commercial copywriter at friendly local station. Good pay, paid vacation, permanent position. Send full particulars, WVSC, Somerset, Pa.

Television

Managerial

Producer-director with two to three years experience for midwest tv station. Must be thoroughly versed TS10 and master two camera operation. No amateurs, no school graduates. Commensurate salary, good living conditions, topnotch equipment to work with. Write Box 350A, B•T.

Technical

Engineers. Am control, tv studio, master control. 5 day week. Paid vacations. Midwest vhf. Advise background and include photo. Box 330A, B•T.

Experienced television technician. Write air-mail New Mexico Broadcasting Company, 1414 Coal S. W., Albuquerque, New Mexico. Immediate transfer desired.

Production-Programming, Others

Tv writers (2)—Chicago office national agency will supplement tv staff with two experienced tv writers for diversified accounts; $6,000. start. Box 239A, B•T, for appointment.

Situations Wanted

Managerial

Ten years experience. Presently employed 5 kw. University graduate, veteran, single, radio-minded, prefer midwest. Like to work, available if guarantee salary is right. Selling renewals, holding large accounts on station in tough market despite adverse engineering conditions. Box 323A, B•T.

Situations Wanted—(Cont'd)

General manager. Excellent record successful southern regional affiliate. Desire return midwest. Radio or television. Thoroughly competent, management and sales. Top industry, business and personal references. Box 449A, B•T.

Working manager not a desk pilot. Good reference, medium sized towns, Georgia, Alabama or Mississippi. Reply Box 444A, B•T.

Salesmen

Salesman—sports combo desired. Well-rounded experience all phases radio. College. Presently PD, SD. Midwest. Box 447A, B•T.

Sales promoting-press relations director. Experienced two major market network owned 50,000 watt radio-tv stations, leading ad agency. Married, 36. Available for personal interview. Box 478A, B•T.

Announcers

Announcer. First phone. 19 months network station experience. Desires to specialize studio operation, some announcing, or all night DJ. Southwest preferred. Box 80A, B•T.

Combo man—3rd class license, ambitious, draft exempt. Progressive 250-500 watt station. Box 395A, B•T.

Announcer, one year experience, 250 watt independent. Seeks advancement. Married, non-drinker. Box 413A, B•T.

Sportscaster, play-by-play, answer man can offer many diversified sports programs. Experience short. Potential tremendous. Try me, guarantee no regrets. Excellent references. Box 451A, B•T.

Announcer-staff, good all phases. Fine selling voice. Experienced. References. Available immediately. Box 452A, B•T.

Top flight announcer, family man, now available for midwest am or tv operation. Box 453A, B•T.

Newscasting that's colorful, warm, authoritative, distinctly different, plus enterprising news-sense hold highest ratings and A-1 sponsors at 5 kw midwest network affiliate where I'm now employed. Thoroughly experienced, competent all phases broadcast news. Mature. BS; good appearance. SDX and RTNDA. Want major market where my ability and work investment can produce greater returns. Box 455A, B•T.

Combo first phone, years experience independent and network. Excellent voice, strong on news, sports, commercial, disc shows. Available now. California or Southwest. Box 458A, B•T.

Announcer. Seven years radio and television experience including network affiliates. Desire permanent position. Box 459A, B•T.

Experienced announcer-director. Network independent, available immediately. College, young, draft exempt, tape, photo. Box 460A, B•T.

Announcer-engineer with 1st class license and experience. Wish to establish position with station in New York or New Jersey. Box 461A, B•T.

Announcer, all-round staff news commercials sports, DJ and board. Experience limited. Resume and tape available. Box 462A, B•T.

Looking for change. Presently employed. Announcer-producer-director. Also write copy. Amtr. Network experience. No drifter or lush. Single. Best references. Tape and details on request. Box 465A, B•T.

Announcer, strong on DJ, single, draft exempt. Limited experience. Tape on request. Box 493A, B•T.

Desire to locate with larger station. Five years announcing experience all phases. College grad. Am currently program director. Have ideas. Willing to work. Southwest or west preferred, but not paramount. Box 469A, B•T.

Available now. Announcer, first phone, copy, remotes, top references, married, dependable. Box 470A, B•T.

Convicted: versatile announcing. Charged: DJ, ad libber, news. Served: year, kw, 250, midwest. History: 21, draft exempt, married, college, radio school. Tape resume. Box 471A, B•T.

Announcer, recent broadcasting school graduate. No experience. Third class ticket. Box 474A, B•T.

Announcer, experienced. Prefer news. Michigan only. State salary, requirements. Box 486A, B•T.

Situations Wanted—(Cont'd)

Announcer. Draft exempt. 3 months experience. News, commercials, platters; emphasis sports. Young, reliable. Restricted ticket. Travel, resume, audition. Box 479A, B•T.

Announcer—news, sports, control board, DJ. All phases broadcasting. Graduate midwestern. Audition disc, photo, data on request. Single, 26. References. Neil Eddy, RD #3, Glendola Avenue, Warren, Ohio.

Negro, DJ newscaster, control board, veteran, some experience. George Truehart, 2406 8th Avenue, New York, Apt. 12G.

Announcer, first phone. Versatile, experienced. Veteran. Available immediately. Bernard Wilson, 2322½ E. Third Street, Los Angeles, California.

Morning man, 12 years, draft free, deep voice. References. Telephone 705-W, Morganton, N. C.

Combination man. 7 years experience. News, play-by-play, straight announcing, chief engineer. Dependable family man wants permanent south or southwest. Available immediately. P. O. Box 4003, Shawnee, Oklahoma.

Technical

First phone. 1½ years experience studio, recording, remotes, transmitter. Will consider any reasonable offer. Box 440A, B•T.

Chief engineer, Seven years chief. Prefer far west but all offers carefully considered. Primarily interested in progressive organization that I can settle down to live and build with. Married, stable, excellent technical and personal references all previous. $500. Box 445A, B•T.

13 years radio, construction 9 stations, 7 50 kw, desire permanent position, prefer chief engineer, age 32, available two week notice. Box 457A, B•T.

Engineer, three years experience studio and transmitter. Within 100 miles of N. Y. C. Box 475A, B•T.

Experienced tv-am engineer desires to relocate Ohio, Mich. or Ind. First phone, tv transmitter, camera, studio switcher, microwave relay equipment, am control panel, am transmitter, presently employed. Not a floater. Box 480A, B•T.

First phone engineer. Some experience wants broadcast position in Florida. Box 481A, B•T.

Engineer. First phone, experienced transmitter studio recording remotes. New York or vicinity. Box 487A, B•T.

Experienced broadcast engineer, first phone. Previously with V. O. A. overseas. Want straight engineering am or tv. Available in one month. Alvin Docton, 13525 Cedar Road, University Hts., Ohio. Phone YE 2-5833.

Production-Programming, Others

Attention: Michigan area stations. Experienced program director and writer, interested in station stressing local and original programs. Strong theatre background. College trained. Six years with AFRS, announcing, writing and producing. 40. Married. Box 443A, B•T.

PD—sports play-by-play. Three years experience all phases radio. College. Desire advancement tv-radio. Box 448A, B•T.

Woman copywriter, seven years experience, desires straight copy job with established station. Presently employed. Copy and details at your request. Box 468A, B•T.

Program director. Experienced. Net, indie. Prefer west. Potential. Available now. Box 484A, B•T.

Well experienced (7 years) radioman desires partner for recording enterprise in metropolitan Washington 50-50 basis. Box 488A, B•T.

Available immediately. Program-production director. 7½ years experience including complete operation. Married, 32, vet. Box 489A, B•T.

Television

Managerial

General or commercial. Experienced all phases. Proven sales record. Presently employed. Will work on straight commission. Box 454A, B•T.

Announcers

Tv newscaster-commentator. I prepare original news and feature shows. Viewable, salable. Box 375A, B•T.

Announcer-writer available. Experienced tv. West. Will staff new station. Box 485A, B•T.

Situations Wanted—(Cont'd)

Technical

Tv cameraman-third class license; young and reliable. Prefer eastern United States. Resume on request. Box 466A, B•T.

Experienced network tv and maintenance engineer. (Excellent knowledge RCA equipment.) First ticket. Write Box 482A, B•T.

Production-Programming, Etc.

Film director. Take complete charge of building your film department. Successful radio and tv background. Married. Veteran. Looking for challenge of new station. Box 477A, B•T.

Working program director. Six years pioneer operation. Top level administrator with proven record of accomplishment. Remuneration commensurate with ability expected. Write, wire Box 483A, B•T.

For Sale

Stations

Now selling stations throughout the country. Ask for our new list. Jack L. Stoll & Assoc., 4958 Melrose, Los Angeles 29, Calif.

Equipment, etc.

Lehigh self-supporting tower. CAA lighted. 140 feet, with extra heavy base. Equipped with base insulators. State price offered. Box 378A, B•T.

400 ft. of 3 inch used coaxial line for sale—reasonable—contact KTRN, Wichita Falls, Texas.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone 3-3901.

Best offer, 240 ft. Truscon self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

Fm transmitter equipment, all like new, as a package. Model #734 Collins 10 kw fm transmitter, 4-section pylon RCA and 3⅛" transmission line for antenna (600 feet available). Wire or call Carl Rollert, Cedar Rapids Television Co., Cedar Rapids, Iowa.

Disc jockeys! Wonderful classified dictionary, 6,000 gags, $3.00. Cream of Wit, Sebring, Florida.

Ampex tape recorder, model 401-A, very latest push button remote control portable model. New machine guarantee. Excellent condition, used about ten hours as demonstrator. $795.00 fob Topeka, Kansas. Only one, first come first served. Radio Engineering Company, 908 Kansas Avenue, Phone 3-1336.

Wanted to Buy

Stations

Low or medium power am station in east or midwest. Box 446A, B•T.

Equipment, etc.

Complete 3 to 10 kw-fm transmitter with antenna and monitors. State complete details including make, date purchased, frequency, location etc. also modulation monitor and 150 ft. self supporting insulated tower for am. Must be cheap for cash. Box 391A, B•T.

Dual channel console and associated audio equipment. Box 403A, B•T.

Used 500 watt or 2 kw channel 2 transmitter and other studio and transmitter gear. Box 453X, B•T.

Fm 250 watt transmitter frequency preferably from 88 to 95 mc. Also frequncy and modulation monitors and antenna bay. Send full particulars first letter. Box 473A, B•T.

1,000 watt used transmitter. Must be in good condition and priced reasonably. Box 476A, B•T.

One kilowatt transmitter. Gates preferred. Also frequency and modulation monitors. Arthur Wilkerson, Radio Station WLIL, Lenoir City, Tennessee.

One used RCA-BTF-1C 1000 watt fm transmitter. WMRF, Lewistown, Penna.

Andrew 8 Bay Multi-V fm antenna—unmounted. Dixie Network, Jackson, Tenn.

(Continued on next page)

Miscellaneous

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

COMPLETE STAFF

Needed for new eastern New York station. Excellent personnel required for all positions. Personal interview necessary. Box 491A, B•T.

Announcers

Midwest major market regional needs man capable of sincere, forceful, sales-productive announcing. Knowledge of popular, western and hillbilly recordings. Invulnerable tv potential. Send brief employment resume, salary requirements, tape or disc and snapshot first letter. Our employees know of this ad. Box 494A, B•T.

Television

Announcers

A dominant CBS-TV station (vhf) in the south needs two strong men. One for news and general announcing, the other for announcing and program direction. Salary will be adequate for right men. Enclose recent photo together with resume of successful experience in radio or television. Box 490A, B•T.

Situations Wanted

I am interested in station relations and trouble shooting. I am well qualified, having had several years experience with the Commission, executive experience in both radio and television. The highest of references can be furnished. I am at present employed in tv by one of the country's largest stations. Box 441A, B•T.

Announcer

Top disc jockey with nationally recognized station can make money for you. I have reached the peak of my earning capacity here. Desire personality dee-jay slot with salary commensurate with business done for your station. Prefer salary on a per sponsor basis.You make money—I make money. Work closely with salesmen. Currently have sponsor list long enough to choke an elephant. Can do the same for you. Build large loyal audiences. Would look good on tv. Major metropolitan markets only. Please. Box 492A, B•T.

Television

COMPLETE STAFF

Now available for new television station. Experienced program and sales managers just completing installation of metropolitan uhf station can now offer this experience plus experienced personnel in producing, directing, and announcing. References furnished upon request. This move necessitated because of change in initial management. Box 463A, B•T.

Production-Programming, Others, etc.

RUDY BRETZ
VISITING CONSULTANT
TV STAFF TRAINING (Basic or advanced)
PROGRAMMING, PRODUCTION, OPERATIONS
Directing, Camerawork, Film, Lighting, Artwork, etc.
TV Production Specialist for 14 Years
Brochure sent on request — **Croton on Hudson New York**

Wanted to Buy

Stations

WILL PURCHASE
250 Watt to 1000 Watt
RADIO STATION
Send full details and asking price to:
G. J. Holtz, UNIVERSAL BROADCASTING SYSTEM,
216 Tremont St. Boston, Mass.

For Sale

Equipment, etc.

TV TRANSMITTER FOR SALE NOW ON AIR

Complete package

- GE 5 KW transmitter
- Input and monitoring equipment
- 6 Bay antenna

This equipment may be inspected now while operating

KFMB-TV

San Diego, California

CALL LETTER ITEMS Lowest prices on Banners, Studio Drops, All kinds Call Letter Specialties—You name 'em, we've got 'em! Special for Christmas—Microphone or Television Camera Ash Trays and Neck Ties with your station call letters! Write RA-TEL PROMOTION SERVICE, Drawer 770, Huntsville, Ala.

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

FOR THE RECORD

Hearing Cases . . .

FINAL DECISION

Topeka, Kan.—New Tv, uhf ch. 42. The Commission announced order making effective immediately hearing examiner's initial decision granting application of Alf M. Landon for new tv station on ch. 42. Action Nov. 5.

INITIAL DECISIONS

Sacramento, Calif.—New Tv, vhf ch. 10. FCC Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of application of KFBK for new tv station on vhf ch. 10 and denied competitive application of KXOA. Action Nov. 10.

KIRV (TV) Denver, Colo.—FCC Hearing Examiner Elizabeth C. Smith issued initial decision looking toward denial for default of application of Mountain States Television Co. for additional time within which to complete construction of KIRV (TV) on ch. 20. Action Nov. 10.

Amarillo, Tex.—New Tv, vhf ch. 7. Hearing Examiner Claire W. Hardy issued initial decision looking toward grant of application of Plains Empire Broadcasting Co., for a new tv station in Amarillo, Tex., to operate on ch. 7 with ERP 5 kw visual, and 2.07 kw aural power. Action Nov. 9.

Wichita Falls, Tex.—New Tv, vhf ch. 10. FCC Hearing Examiner Hugh B. Hutchison issued initial decision looking toward grant of the application of KAKE Broadcasting Co. (KAKE) for construction permit for new tv station on ch. 10; ERP 316 kw visual, 158 kw aural; antenna height above average terrain 947 ft.; and denial of the application of Mid-Continent Television Inc., seeking the same channel. Action Nov. 4.

OTHER ACTIONS

Mobile, Ala.—Ch. 5 proceeding. FCC Hearing Examiner H. Gifford Irion granted motion for correction in various respects of transcript of testimony of proceeding regarding applications of Mobile Tv Corp. and WKRG-TV Inc. for new tv station on ch. 5. Action Nov. 6.

Applications in Conflict with Rules Banned.—By Order, the Commission amended Section 1.361 of its rules effective upon publication in the *Federal Register*, so as to preclude the filing of applications in conflict with the rules even though accompanied by petitions for appropriate rule making. This revision is intended to promote more orderly procedure, and particularly eliminate the pendency of applications which cannot be acted upon for extended period because of their interrelation with complex, unresolved rule-making proceedings. The amended rule is applicable only to applications which, because of the nature of the particular rule involved, can be patently seen to be in conflict with the rule (e.g., minimum mileage separation requirements for tv stations, limitations on the number of stations to be commonly owned). Where the conflict can be resolved only after a hearing evaluating various pertinent factors, this procedural provision is inapplicable. Action Nov. 5

Sacramento, Calif.—Ch. 10 proceeding. FCC Hearing Examiner Thomas H. Donahue by memorandum opinion and order denied so much of petition by KFBK as requests that proposed findings of KXOA be stricken; and the motion of KXOA to strike proposed findings of KFBK is also denied. Action Nov. 10.

Evansville, Ind.—Ch. 7 proceeding. Hearing Examiner Herbert Sharfman, on petition of WIKY continued hearing conference in the ch. 7 proceeding from Nov. 6 to Nov. 17 and the time to reply to WGBF and WEOA joint petition to enlarge issues was extended to Nov. 10. Action Nov. 6.

Logansport, Ind. — Logansport Bcstg. Corp. (WSAL). By memorandum opinion and order the Commission denied a petition filed July 10, 1953, by Logansport Bcstg. Corp., Logansport, Ind., requesting rule-making proceedings looking toward the assignment of ch. 6 to that city which would involve a wholesale shifting of frequencies in cities extending from Indiana to the Gulf of Mexico. Comr. Bartley dissented, favored proposed rule-making. Action Nov. 5.

Sioux City, Iowa—Vhf ch. 4 proceeding. The Commission announced order modifying its order of Sept. 2 in the matter of applications of Perkins Brothers Company (KCSJ) and KCOM Bcstg. Co. (KCOM) for new tv station on ch. 4, by deleting issues Nos. 1 and 2 of that order. Action Nov. 5.

Portland, Me.—Comr. Robert T. Bartley granted petition of Murray Carpenter & Assoc. to dismiss without prejudice their application for vhf ch. 13; retained in hearing application of Guy Gannett Bcstg. Services (WGAN). Action Nov. 10.

Detroit, Mich.—Uhf ch. 50 proceeding. The Commission announced order ordering that the issues specified in the proceeding re applications of Booth Radio and Television Stations Inc. (WJLB) and Woodward Bcstg. Co. (WCBO) for new tv stations on ch. 50, may be enlarged by examiner, upon sufficient allegations of fact made in support of said enlargement, by addition of the following issue: "To determine whether the funds available to Booth Radio & Television Stations Inc., will give reasonable assurance that the proposals set forth in its application will be effectuated." Further ordered that the petition of WCBO for declaratory ruling, filed Oct. 21, be denied in other respects. Action Nov. 5.

WKNK Muskegon, Mich.—By order, the Commission dismissed as moot petition of N-K Bcstg. Co. (WKNK) requesting clarification of issues in the Commission's Show Cause Order of Aug. 21, and for continuance of hearing. Action Nov. 5. Nov. 5.

WFTV (TV) Duluth, Minn.—By report and order, the Commission denied petition by WFTV (TV) (holder of STA to operate on ch. 38), requesting amendment of subsection 2(c) of Footnote 10 to Section 1.371 of the rules relating to the temporary processing procedure for tv broadcast applications so as to permit tv station now on the air to seek a channel allocated subsequent to April 14, 1952. Action Oct. 29.

KSTM-TV St. Louis, Mo.—By memorandum opinion and order, the Commission denied request filed by KSTM-TV (holder of STA to operate on ch. 36), for waiver of subsection 2(c) of Footnote 10 to Section 1.371 of the rules relating to the temporary processing procedure for tv broadcast stations, to accept its application to modify its construction permit to specify ch. 11 instead of ch. 36; dismissed said application. Action Oct. 29.

Allegheny County, Pa.—Allegheny Bcstg. Corp. White Oak Borough. By memorandum opinion and order, denied petition filed Sept. 15, insofar as it requests that the Commission, at this time, advance the date of hearing on applications for tv ch. 4 assigned to Irwin, Pa. Action Nov. 5.

Erie, Pa.—Erie Tv Corp. Comr. Robert T. Bartley granted petition of Erie Tv Corp. to dismiss its application for uhf ch. 66; retained in hearing application of Commodore Perry Bcstg. Service Inc. Action Nov. 10.

Pittsburgh, Pa.—Westinghouse Radio Stations Inc. (KDKA). By memorandum opinion and order, denied petition filed Sept. 1, 1953, requesting immediate hearing on tv application for ch. 11 at Pittsburgh, Pa. Action Nov. 5.

Revision of Annual Report—By notice of further proposed rule making in the matter of amending Annual Report Form 324 by deleting certain schedules and simplifying others, the Commission now proposes to also delete Annual Report Form 324-A, Summary Estimates of station broadcast revenues and expenses, applicable to am, fm, tv and international stations. Comments may be filed on or before Dec. 7. Action Nov. 5.

Honolulu, T. H.—Henry K. Lindsey & Edwin J. Klein were directed to show cause why an order should not be issued requiring Lindsey and Klein to cease and desist from operating an unlicensed television booster station; ordered hearing in Washington on Jan. 11, 1954. Action Nov. 10.

Territorial Am Rule Finalized—By report and order, the Commission finalized proposed rule making of Sept. 11, 1953, amending Section 3.25 of the am broadcast rules to permit the use in Alaska, Hawaii, Puerto Rico and the Virgin Islands of clear-channel frequencies 730, 800, 900, 1050, 1220 and 1570 kc by unlimited Class II stations with power up to the maximum permitted by this class. This action is effective 30 days from publication in the *Federal Register*. Action Nov. 5.

Tv Allocation—By report and order, the Commission assigned a first vhf tv channel to Selma, Ala. (8 minus), by deleting ch. 8 from West Point, Miss., for that purpose; and assigned a first vhf ch. to Columbus, Miss. (4 minus). This is the result of rule-making proposed Aug. 19, and will become effective 30 days after publication in the *Federal Register*. Comr. Bartley concurred in view of the Commission's action on the petition of Logansport Bcstg. Corp. Action Nov. 5.

Tv License Term Extended—By report and order, the Commission finalized its rule-making of July 24, effective 30 days after publication in the *Federal Register*, amending Section 3.360 of the rule to extend the license term for tv broadcast stations from the present one-year period to the maximum statutory period of three years, which is the license period for am and fm broadcast stations. Comr. Hennock dissented. Action Nov. 5.

36 New Tv Allocations—By report and order, the Commission finalized its proposal of Sept. 11, and added 36 tv channel assignments to 35 communities in 16 states, in order to alleviate competitive hearings and bring tv service to those communities at an early date. The only change from the original proposal is that Lexington, Ky., is assigned two channels instead of one. The new channel assignments are effective 30 days after publication in the *Federal Register*. [B•T, Nov. 9]. Action Nov. 5.

Routine Roundup . . .

November 5 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

South Plains Bcstrs., Slaton, Tex.—Dismissed as moot petition for leave to amend its application to correct certain typographical errors and to revise estimate as to operating expenses and size of proposed staff (Docket 10527; BP-8291).

The Texan Telecasting Co., Plains Empire Bcstg. Co., Panhandle Television Co., Amarillo, Tex.—Granted petition of The Texan Telecasting Co., filed Oct. 26, and petition of Panhandle Television Co., filed Oct. 23, for leave to dismiss without prejudice their applications for CPs for new tv stations on ch. 7 in Amarillo, Tex. (Docket 10704; BPCT-1410) (Docket 10706; BPCT-1456); application of Plains Empire Bcstg. Co. in ch. 7 proceeding was retained in hearing (Docket 10705; BPCT-1437).

By Commissioner Frieda B. Hennock

Chief, Broadcast Bureau—Granted petition for extension of time to and including Oct .28, 1953, to file opposition to petition to revise hearing issues in ch. 3 proceeding of Radio Wisconsin Inc. (Docket 8959; BPCT-400) and Badger Television Co. (Docket 10641; BPCT-1472) at Madison, Wis.

Chief Broadcast Bureau—Granted petition for extension of time to and including Oct. 30, 1953, to file statement concerning petition to enlarge issues in ch. 10 proceeding of KWTX Bcstg. Co. (Docket 10694; BPCT-814) and WACO Television Corp. (Docket 10695; BPCT-873) at Waco, Tex.

By Hearing Examiner J. D. Bond

Richland Bcstg. Corp., Richland, Wis.—Granted petition for continuance of hearing in proceeding re its application (Docket 10414; BP-8584) and hearing now scheduled for Nov. 5 was continued to date to be fixed by subsequent order (Action 11/3).

Times-World Corp., Roanoke, Va.; Radio Roanoke, Inc., Roanoke, Va.—Ordered that order after partial hearing conference, released Oct. 23, 1953, in ch. 7 proceeding, be corrected so as to state in last two lines under appearances "D. C. on behalf of Radio Roanoke Inc., and Mr. Arthur S. Feld of Washington, D. C., on behalf of the Chief of Broadcast Bureau (Docket 10655; BPCT-1056 et al) (Action 10/29).

By Hearing Examiner William G. Butts

WKMH Inc., Flint, Mich.—Granted petition for continuance of hearing in proceeding re James Gerity Jr., Pontiac, Mich. (Docket 10346, BP-8651); hearing now scheduled for Nov. 5, 1953, was continued until date to be scheduled in later order (Action 11/3).

Booth Radio & Television Stations Inc., Detroit, Mich.; Woodward Bcstg. Co., Detroit, Mich.—Notice is given that further hearing conferences in this tv proceeding, now scheduled for Oct. 29, 1953, is cancelled and rescheduled for 10 a.m., Nov. 6, 1953, in Washington, D. C. This action was taken upon agreement of counsel for each of the applicants and of Chief of Broadcast Bureau (Channel 50 proceeding) (Docket 10660; BPCT-724 et al). (Action 10/29).

By Hearing Examiner Basil P. Cooper

Northern Allegheny Bcstg. Co., Kane, Pa.; Hilltop Management Corp., Kane, Pa.—Granted petition of Northern Allegheny Bcstg. Co., filed Oct. 20, 1953, for withdrawal of its petition for leave to amend filed Oct. 15, 1953, and petition for leave to amend filed Oct. 15, 1953, was withdrawn; denied pleading filed Oct. 22, 1953, by Hilltop Management Corp., insofar as it requests grant of petition to amend filed by Northern Allegheny Bcstg. Co. and denial of petition to withdraw; insofar as Hilltop's petition requests dismissal of application of Northern Allegheny, it is referred to Commission for action (Docket 10507; BP-8577 (Docket 10508; BP-8671).

By Hearing Examiner Claire W. Hardy

Ordered pre-hearing conference in proceeding re applications of Guy Gannet Bcstg. Sevices (Docket 10726; BPCT-639) and Murray Carpenter & Assocs. (Docket 10727; BPCT-1747) for CPs for new tv station on ch. 13 in Portland, Me., on November 6, 1953, in Washington, D. C.

By Hearing Examiner Herbert Sharfman

South Central Bcstg. Corp., Evansville Television Inc., On The Air Inc., WFBM Inc., Evansville, Ind.—Ordered further hearing conference for Nov. 6, 1953, in Washington, D. C., in proceeding for CPs for new tv stations on ch. 7, in Evansville, Ind.

By Hearing Examiner John B. Poindexter

Ordered pre-hearing conference in proceeding re applications of F. M. Radio & Television Corp. (Docket 8939; BPCT-374) and Standard Radio & Television Co. (Docket 10707; BPCT-1542), for ch. 11 at San Jose, Calif., Nov. 3, 1953, in Washington, D. C. (Action 10/30).

Ordered pre-hearing conference in proceeding re applications of Capital Television Inc. (Docket 10728; BPCT-1080) and The Tierney Co. (Docket 10729; BPCT-1085), for ch. 8 in Charleston, W. Va., on Nov. 4, in Washington, D. C. (Action 10/30).

KSRO Santa Rosa, Calif., Finley Bcstg. Co.—Granted motion for postponement of hearing in proceeding re application of Arthur Westlund, Walnut Creek, Calif. (Docket 10215; BP-8321) from Nov. 2 to Jan. 12, 1954. (Action 10/27).

By Hearing Examiner Herbert Sharfman

Ordered pre-hearing conference in proceeding re application of Cherry & Webb Bcstg. Co., Providence, R. I. (Docket 8737, BPCT-223), for special temporary authorization on ch. 12, on Nov. 9, 1953, in Washington, D. C.

November 5 Applications

ACCEPTED FOR FILING

Modification of CP

Following stations request mod. CP for extension of completion date as indicated:

WHIX Zanesville, Ohio, Southeastern Bcstg. System Inc.; WMRI-TV Marion, Ind., Chronicle Pub. Co.; WBOC-TV Salisbury, Md., The Peninsula Bcstg. Co.; WCBI-TV Columbus, Miss., Birney Imes Jr.; WDAY-TV Fargo, N. D., WDAY Inc., 7/1/54; WCBH (FM) Los Angeles, A. A. Crawford.

License to Cover CP

WJAN Spartanburg, S. C., Spartanburg Bcstg. Co.—License to cover CP (BP-7838) as mod., which authorized new station (BL-5136).

WEAU Eau Claire, Wis., Central Bcstg. Co.—License to cover CP (BP-8877) which authorized installation of new trans. (BL-5135).

KVCR (FM) San Bernardino, Calif., San Bernardino Valley Union College District—License to cover CP (BPED-227) which authorized new station (BLED-141).

WNBW (TV) Washington, D. C., NBC—License to cover CP (BPCT-1445) as mod., which authorized changes in existing station (BLCT-160).

Remote Control

Following stations request to operate transmitters by remote control:

KSCY Searcy, Ark., Mrs. Edith Wood Sweezy (BRC-217); WABG Greenwood, Miss., Greenwood Bcstg. Co. (BRC-218).

Renewal of License

Following stations request renewal of license:

KENI Anchorage, Alaska, Midnight Sun Bcstg. Co. (BR-2102); KFAR Fairbanks, Alaska, Midnight Sun Bcstg. Co. (BR-1018); KGRH Fayetteville, Ark., Fayetteville Bcstg. Co. (BR-1368); KUBA Yuba City, Calif., Peach Bowl Bcstrs. Inc. (BR-2125); KXOA Sacramento, Calif., Sacramento Bcstrs. Inc. (BR-1217); WASK Lafayette, Ind., WFAM Inc. (BR-1178); WMAS Springfield, Mass., WMAS Inc. (BR-811); KLMX Clayton, N. M., Ari-Ne-Mex Bcstg. Corp. (BR-2389); KOOS Coos Bay, Ore., KOOS Inc. (BR-82); KOCO West Salem, Ore., B. Loring Schmidt (BR-1720); KPUG Bellingham, Wash., KPUG Inc. (BR-2202); KIRO Seattle, Wash., Queen City Bcstg. Co. (resubmitted) (BR-68).

November 6 Decisions

BY COMMISSION EN BANC

McFarland Letter

WCAV Norfolk, Va., Cavalier Bcstg. Corp.—Is being advised that application (BAL-1564) to assign license to Larus & Brother Co. indicates necessity of hearing.

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman

On petition of South Central Bcstg. Corp., Evansville, Ind., continued hearing conference in ch. 7 proceeding from Nov. 6 to Nov. 17, 1953, and time to reply to other applicants' joint petition to enlarge issues was extended to Nov. 10, 1953 (Docket 10461; BPCT-707 et al).

By Hearing Examiner H. Gifford Irion

The Mobile Television Corp., Mobile, Ala.—Granted motion for correction in various respects of transcript of testimony in proceeding re its application and that of WKRG-TV Inc., for CPs for new tv stations on ch. 5 in Mobile, Ala. (Docket 10458; BPCT-990) (Docket 10457; BPCT-690).

RCA-1850A. Iconoscope—in stock for immediate delivery.
RCA-1850A, $540

RCA-8D21. TV Twin-Power Tetrode. RCA-8D21, $1300

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of *all* RCA Broadcast-type tubes. Let us save you time and effort.

Refer to your ALLIED 268-page Buying Guide for station equipment and supplies. Get what you want when you want it. Ask to be put on our "Broadcast Bulletin" mailing list.

ALLIED RADIO
100 N. Western Ave., Chicago 80
Phone: HAymarket 1-6800

November 9 Applications

ACCEPTED FOR FILING

License to Cover CP

KGO-TV San Francisco, AB-PT Inc.—License to cover CP (BP-1562) which authorized installation of auxiliary ant. at site of existing station (BLCT-161).

WCAM Camden, N. J., City of Camden—License to cover CP (BP-8843) which authorized installation of old main trans. as alternate main trans. (BL-5134).

Modification of CP

KEYL (TV) San Antonio, San Antonio Tv Co.—Mod. CP and license to change corporate name to San Antonio Bcstg. Co. (BMPLCT-2).

Following stations request mod. CP for extension of completion date:

WOC Davenport, Iowa, Tri-City Bcstg. Co.; WVEC Hampton, Va., Peninsula Bcstg. Corp.; KVOA-TV Tucson, Ariz., Ariz. Bcstg. Co. 2/1/54; WSBA-TV York, Pa., Susquehanna Bcstg. Co.; WSAY Rochester, N. Y., The Federal Bcstg. System Inc.; WNEL San Juan, P. R., Station WNEL Corp.; WCOW-TV St. Paul, Minn., WCOW Telecasting Co.

Remote Control

Following stations request to operate transmitters by remote control:

WBMS Boston, Mass., WBMS Inc. (BRC-226); WCPA Clearfield, Pa., Clearfield Bcstrs. Inc. (BRC-225); KDAS Malvern, Ark., Malvern Broadcasting Co. (BRC-222); WGLS Decatur, Ga., DeKalb Bcstg. Co. (BRC-223); WQUA Moline, Ill., Quad-City Bcstg. Corp. (BRC-224); WNCC Barnesboro, Pa., North Cambria Bcstrs. Inc. (BRC-219); WAKU Latrobe, Pa., Clearfield Bcstrs Inc. (BRC-220); WKIN Kingsport, Tenn., Radio Station WKIN Inc. (BRC-221).

Renewal of License

Following stations request renewal of license:

KOPO Tucson, Ariz., Old Pueblo Bcstg. Co. (BR-1679); WMVG Milledgeville, Ga., Jere N. Moore (BR-1242); WKAL Rome, N. Y., Copper City Bcstg. Corp. (BR-1481); KNPT Newport, Ore., Yaquina Radio Inc. (BR-2196); KOIN Portland, Ore., Mount Hood Radio & Television Bcstg. Corp. (BR-94); KXL Portland, Ore., KXL Bcstrs. (BR-88); KRNR Roseburg, Ore., News-Review Co. (BR-874); WHSC Hartsville, S. C., Hartsville Bcstg. Co. (BR-1317); KGY Olympia, Wash., Tom Olsen (BR-57); KUJ Walla Walla, Wash., KUJ Inc. (BR-69); WHAW Weston, W. Va., Lewis Service Corp. (BR-1894); KJNO Juneau, Alaska, Aurora Bcstrs Inc. (BR-2743); KABI Ketchikan, Alaska, Aurora Bcstrs. Inc. (BR-2779); KWKW Pasadena, Calif., Southern California Bcstg. Co. (BR-2050); KWBW Hutchinson, Kan., Nation Center Bcstg. Co. (BR-853); KOAC Corvallis, Ore., Oregon State Agricultural College (BR-81); KFJI Klamath Falls, Ore., KFJI Bcstrs. (BR-24); KGW Portland, Ore., Pioneer Bcstrs. Inc. (BR-90); KEX Portland, Ore., Westinghouse Radio Stations Inc. (BR-93); WGET Gettysburg, Pa., Times & News Pub. Co. (BR-2503); KBRO Bremerton, Wash., Bremerton Broadcast Co. (BR-1559); KFDR Grand Coulee, Wash., Columbia River Bcstrs. Inc. (BR-2509); KXA Seattle, Wash., KXA Inc. (BR-59).

November 10 Decisions

BY THE BROADCAST BUREAU

Actions of November 9

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WABG Greenwood, Miss.; KSCY Little Rock, Ark.

Actions of November 6

Modification of CP

The following were granted mod. CP's for extension of completion dates as shown:

KCBD-TV Lubbock, Tex., to 1/30/54; WDAY-TV Fargo, N. D., to 5/13/54; WBOC-TV Salisbury, Md., to 5/11/54.

Actions of November 5

Granted License

WLET Toccoa, Ga., R. G. LeTourneau—Granted license covering increase in power and installation of new trans.; 1420 kc, 5 kw-D (BL-5131).

WEZB Homewood, Ala., Voice of Homewood—Granted license for am broadcast station; 1320 kc, 1 kw-D (BL-5133).

KVOP Plainview, Tex., KVOP Inc.—Granted license covering change in ant., trans. and studio location (BL-5123).

Granted CP

KTKN Ketchikan, Alaska, Alaska Bcstg. Co.—Granted CP to install new trans. as alternate main trans. at present location of main trans., to be operated on 930 kc with power of 1 kw (BP-9064).

Modification of CP

WWMT New Orleans, La., Fidelity Bcstg. Inc.—Granted mod. CP to change type trans. (BMPH-4868).

The following were granted mod. CPs for extension of completion dates as shown:

WSPD-FM Toledo, Ohio, to 6/6/54; WJBK Detroit, Mich., to 6/9/54.

Actions of November 4

Modification of CP

The following were granted mod. CP's for extension of completion dates as shown:

WHIZ Zanesville, Ohio, to 4/5/54; WBRE-TV Wilkes-Barre, Pa., to 6/1/54; WJRE Indianapolis, Ind., to 5/1/54.

Actions of November 3

Granted License

WFBE Flint, Mich., Flint Board of Education—Granted license for change to fm commercial band; ch. 236 (95.1 mc) 1.3 kw, unl.; ant. 130 ft. (BLH-929).

KAIM Honolulu, Hawaii, Christian Bcstg. Assn.—Granted license for fm broadcast station; ch. 238 (95.5 mc); 5.7 kw, unl. (BLH-930).

Granted CP

KBIF Sanger, Calif., John Poole Bcstg. Co.—Granted CP to change trans. and studio locations and make changes in the ant. system; conditions (BP-8410).

Modification of CP

The following were granted mod. CP's for extension of completion dates as shown:

WMVP Mount Vernon, Ohio, to 2/25/54, conditions; WOWO Fort Wayne, Ind., to 5/26/54, conditions; KTYL-TV Mesa, Ariz., to 5/19/54; KNEV Reno, Nev., to 5/17/54; WWJ-FM Detroit, Mich., to 5/18/54.

Action of November 2

Modification of CP

KTNT-TV Tacoma, Wash., Tribune Pub. Co.—Granted mod. CP for extension of completion date to 1/15/54 (BMPCT-1507).

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

Calif. Inland Bcstg. Co., KARM, The George Harm Station, Fresno, Calif.—Issued second order controlling conduct of hearing in re tv applications for ch. 12; further hearing to be held in Washington on Nov. 16, 1953 (Docket 9050; BPCT-413 and Docket 10650; BPCT-1061). (Action of 11/5).

KTBS Inc., International Bcstg. Corp., Shreveport, La.—Ordered that transcript in proceeding re applications for tv ch. 3, be corrected in various respects (Docket 10476; BPCT-464 and Docket 10477; BPCT-505). (Action of 11/3).

By Hearing Examiner Fanney N. Litvin

Ark. Television Co., Little Rock, Ark.; Ark. Telecasters Inc., No. Little Rock, Ark.—Ordered that hearing conference in re applications for tv ch. 11, be continued from Nov. 6 to Nov. 13 (Docket 10610; BPCT-1057 and Docket 10612; BPCT-1740).

By Hearing Examiner J. D. Bond

WDOD Bcstg. Corp., Mountain City Television Inc., Chattanooga, Tenn.—Granted petition of WDOD Bcstg. Corp. for extension of time to Nov. 9, 1953, within which to file proposed counter-findings of fact in re applications for ch. 3 (Docket 10438; BPCT-676 and Docket 10439; BPCT-882).

By Hearing Examiner Claire W. Hardy

Petersburg Television Corp., Southside Va. Telecasting Corp., Petersburg, Va.—Issued notice of prehearing conference to be held on Nov. 12, 1953, in re applications for tv ch. 8 (Docket 10737; BPCT-1772 and Docket 10738; BPCT-1773).

By Hearing Examiner Herbert Sharfman

Cherry & Webb Bcstg. Co., Providence, R. I.—Continued from Nov. 9 to Nov. 10, pre-hearing conference re application for STA on ch. 12 (Docket 8737; BPCT-223).

By Hearing Examiner James D. Cunningham

Kenedy Bcstg. Co. Ltd., Kenedy, Tex.—Commission, on its own motion, continued indefinitely hearing presently scheduled for Nov. 9 (Docket 10413; BP-8578), pending action on petition to reconsider and grant application without hearing.

By Hearing Examiner Thomas H. Donahue

McClatchy Bcstg. Co., Sacramento Telecasters Inc., Sacramento, Calif.—By memorandum opinion and order, ordered that transcript in re applications for tv ch. 10, be corrected in various respects (Docket 9013; BPCT-450 and Docket 10298; BPCT-976).

South Jersey Bcstg. Co., Camden, N. J.; Patrick Joseph Stanton, Philadelphia, Pa.—On his own motion, continued hearing from Nov. 9 to Nov. 30, 1953, in re applications for tv ch. 17 (Docket 10657; BPCT-1522 and Docket 10658; BPCT-1674).

By Hearing Examiner Basil P. Cooper

Perkins Brothers Co., KCOM Bcstg. Co., Sioux City, Iowa—Issued second order controlling conduct of hearing scheduled for Dec. 28, 1953, in re applications for tv ch. 4 (Docket 10672; BPCT-688 and Docket 10673; BPCT-864).

By Hearing Examiner Claire W. Hardy

Plains Empire Bcstg. Co., Amarillo, Tex.—Ordered that record in re application for ch. 7 be closed (Docket 10705; BPCT-1437).

By Hearing Examiner William G. Butts

Booth Radio & Television Stations Inc., Woodward Bcstg. Co., Detroit, Mich.—Ordered that further conference in re applications for tv ch. 50 shall be held Dec. 21, 1953, in Washington, D. C. (Docket 10660; BPCT-724 and Docket 10661; BPCT-1418).

By Commissioner Robert T. Bartley

The Radio Station KFH Co., Taylor Radio & Television Corp., Wichita Television Corp. Inc., Wichita, Kan.—Granted joint petition for extension of time to and including Nov. 30, 1953, to file second portion of proposed findings in re their applications for tv ch. 3; and time for filing third portion is extended to and including Dec. 15, 1953 (Docket 10259; BPCT-698; Docket 10260; BPCT-946 and Docket 10261; BPCT-961).

Music Bcstg. Co., Grand Rapids, Mich.—Granted petition for extension of time to Nov. 23, 1953, within which to file exceptions to initial decision re application of Versluis Radio & Television Inc. (Docket 10442; BPCT-1208), and mod. CP for WTVN Muskegon (Docket 10644; BMPCT-1140).

DISSENTING OPINION OF FCC COMR. FRIEDA B. HENNOCK TO THREE YEAR TV LICENSES

FCC on Nov. 5 made final its three-year license plan for television [B•T, Nov. 9]. Text of Comr. Hennock's dissent follows:

The Commission today has extended the license term for television broadcast stations from one to three years. I dissent, because I do not believe that this action should have been taken without the benefit of a factual study of television programming; a conference with the industry, if necessary, to be followed by open public hearings.

In support of today's action, the Commission states that "extension of the license term . . . will reduce substantially the workload for both television licensees and the Commission." This end, commendable as it is, cannot be equated with, let alone substituted for, the criterion of the public interest. Today the Commission has done just that; it has elevated its own convenience and that of the broadcasters above the statutory mandate that television stations must operate in the public interest. The Commission's assertion that "we are in no way modifying the responsibilities of licensees to operate their stations in the public interest," is but a wish which is contradicted by the inevitable effect of this amendment. I cannot concur in such action. And because I believe that the issues involved have been glossed over, I am again setting forth my views in detail.

It seems to me vital that a matter of such importance should not be finally acted upon by the Commission except upon the basis of a complete factual record compiled at a public hearing. It is the public, not the broadcasters or the Com-

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mission, that is mainly affected by this proposal.

The nationwide television system for which we made provision in our allocation table is still in process of development, and the licensing of some 437 stations since the freeze and the entrance into operation of some 199 of these stations do not mean that television broadcasting, as it exists today, is anything like what we expect it will be in the near future. And, under the circumstances, I cannot understand the Commission's reasoning in suggesting that a one-year license period which was appropriate for the early formative period of television broadcasting has somehow become inappropriate now when growing pains are most likely to be felt.

The majority indicates circumstances have changed in that this service "has now reached the stage where the license period may be extended to three years." I think it clear, however, that it is the Commission's views, rather than the circumstances surrounding the television service, which have undergone a change. And I think the reason for this change is fairly and honestly set forth in paragraph 7 of the Commission's Report and Order. The extension of the license period, the Commission states, "will reduce substantially the workload for both television licensees and the Commission." I agree. The extension, the Commission states, "will also ease the burden on those television licensees also holding authorizations for standard and fm broadcast stations since the licenses of all such stations in the same geographical area will now expire on the same date." I agree with this also, although I was not aware that this "burden" weighed so heavily on the licensees in the light of the benefits conferred on them by renewal of their licenses. But I am in fundamental disagreement with the conclusion the Commission implicitly draws from these facts that an increase in the license period for television broadcast stations will, therefore, serve the public interest.

My disagreement stems from the majority's identification of the "public interest" with the convenience of broadcast licensees, rather than with higher public interest considerations. Of course, there is no magic in a one-year license period, as such. And the Commission has not in the last few years made adequate use of this one-year period, to examine into the performance of television broadcast stations to determine whether they are or are not serving the public interest. But I should think that the solution for this deficiency is for the Commission to intensify and revitalize its inquiry into the licensee's record, rather than to take this action to relieve existing television stations of any necessity for accounting annually for their stewardship over these precious channels of mass communications.

It was not until fourteen years after the beginning of systematic radio regulation, that the Commission in 1941 concluded that "the broadcast industry has reached a point of maturity where it appears advisable to increase the license period of standard broadcast stations to two years.[1] In 1943, the license term was further extended to three years. But, even with this experience, an inquiry three years later disclosed that much of standard broadcast programming was substantially inferior to what the public interest required.[2]

With regard to television broadcasting, such evidence as exists, it seems to me, indicates strongly that today's action is premature. While about 1,800 channels have been assigned for commercial television, only 307 stations were actually engaged in broadcasting as of October 31, 1953. Of this number, only three of the 199 post-freeze stations have been on the air for as much as one full year. In addition to these 307 stations, about 240 had received construction permits as of October 31, but had not yet commenced operation. And almost 1,300 of the 1,800 available commercial channels, or over two-thirds, have not been occupied in any way.

Moreover, circumstances have so operated that the Commission's energy in television matters has been channeled, to a very large degree, into the effort to grant construction permits and to get television on the air. The net effect of this has been that our scrutiny of the applicants themselves has often been hurried, and that our inspection of television programming has been negligible.

Such investigations as we have made in recent years have only confirmed that the programming of television broadcast stations leaves much to be desired in meeting public interest standards. The present action is not based on any current investigation of which I am aware. The inquiries of 1951 and 1952 lend it no support.

In January 1951 the Commission, in considering renewal of the licenses of some 44 television broadcast stations, was sufficiently disturbed by their performances to announce publicly that: "... a public conference will be scheduled, at a date to be announced later, for the discussion of television broadcasting problems from the viewpoint of the public, the Commission, and industry. A detailed agenda for that conference will be announced later and will relate generally to the role of television in serving the needs and interests of the public."[3]

Approximately a year later, in 1952, the Commission once again reviewed the programming record of the existing television broadcast stations and found no substantial improvement. Accordingly, it placed a number of licensees on a temporary basis and renewed their authorizations only upon receipt of assurances that the stations in fact had, or in the future would, improve their public service programming.

Has television programming improved since then, or since the making of the revealing studies by the National Association of Educational Broadcasters which were introduced as an exhibit in our recent allocation proceeding? Frankly, I don't know. I do not have the benefit of any study as to how good television programming is on a nationwide basis, or how the individual stations throughout the United States are meeting their public service responsibility.

A brief inquiry into the immediate effects of a one-year license period, as opposed to a three-year period, will show graphically the importance of retaining the shorter period for television broadcasting stations. The point of having a one-year period is to provide annually an occasion for the Commission to reassess a broadcaster's over-all performance. Because of the press of other business or a lack of adequate personnel, we have not in the past made the reassessment that we should have made. Now that the issue is presented, it seems to me that the Commission has a choice of two alternatives.

The alternative adopted by the majority—which, unfortunately, implies that the Commission no longer entertains such doubts regarding programming standards as would indicate a need to look into the subject, even to the small extent that this body has been looking into it, more often than once every three years.

The other alternative, which I should choose, is to engage as soon as practicable, in a study and evaluation of television programming adequate to support intelligent and maturely considered action by this agency. If, after such study, we conclude that adequate programming standards are not being maintained, we can then call our conference and consider with the industry the factors involved in meeting such standards. In any event, before we take the final action, the public should be kept informed and there should be open hearings to determine the course of action the Commission should follow.

Those were the considerations which compelled me to dissent to the Notice of Proposed Rule Making. The comments filed by the broadcasting interests fail to persuade me that these considerations are any less cogent today than they were then.

---

[1] Supplementary Report on Chain Broadcasting, October 11, 1941, page 6.

[2] Public Service Responsibility of Broadcast Licensees (Blue Book), 1946.

[3] FCC 51-83, January 29, 1951.

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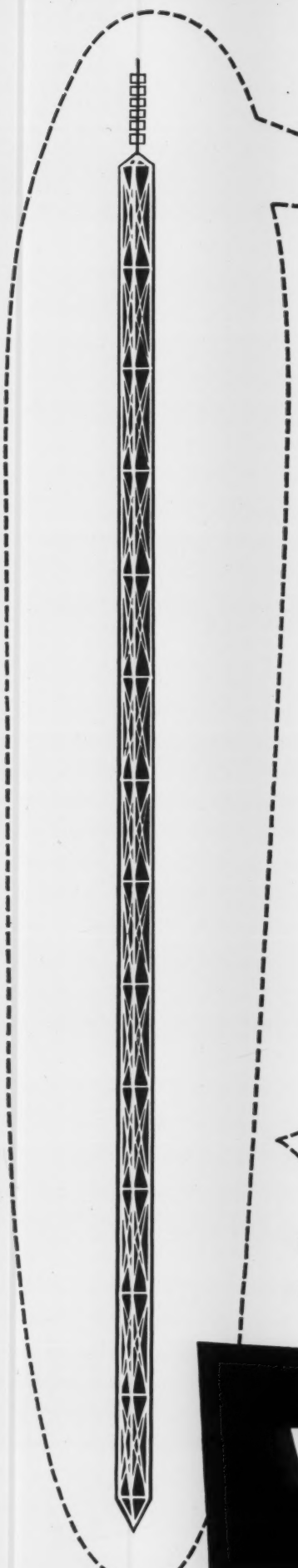

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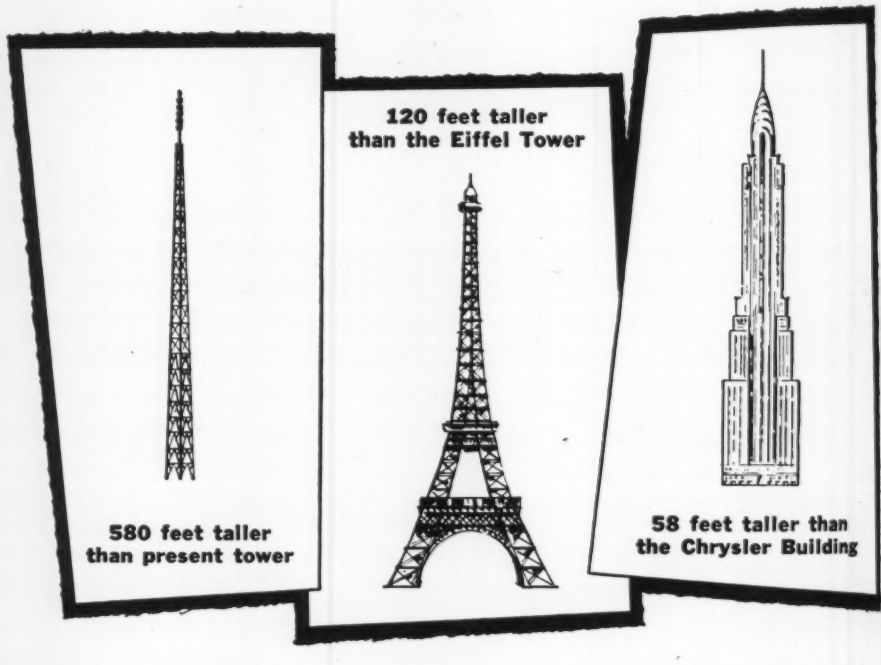

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TV STATIONS ON THE AIR
and Reports of Tv Sets in Their Coverage Areas—

Nov. 16, 1953

Editor's note: Stations listed here are on the air with regular commercial programming. Each is listed in the city where it is licensed. Stations report set estimates for their coverage areas to B•T on sworn affidavits. If estimates differ among stations in same city, separate figures are shown for each. Since set estimates are from the station any question about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate.

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT (13)		
	WBRC-TV (6)	184,300	.....
Mobile	WALA-TV (10)	39,900	.....
	WKAB-TV (48)	.....	39,900
Montgomery	WCOV-TV (20)	.....	17,100
ARIZONA			
Mesa (Phoenix)	KTYL-TV (12)	71,500	.....
Phoenix	KOOL (10)		
	KOY-TV (10)		
	KPHO-TV (5)	71,500	.....
Tucson	KOPO-TV (13)	.....	.....
	KVOA-TV (4)	16,150	.....
Yuma	KIVA (11)	.....	.....
ARKANSAS			
Fort Smith	KFSA-TV (22)	.....	13,440
Little Rock	KRTV (17)	.....	41,000
CALIFORNIA			
Bakersfield	KERO-TV (10)	65,727	.....
	KAFY-TV	.....	44,880
Chico	KHSL-TV (12)	27,864	.....
Eureka	KIEM-TV (3)	.....	.....
Fresno	KJEO (47)	.....	.....
	KMJ-TV (24)	.....	.....
Los Angeles	KECA-TV (7)	.....	58,419
	KHJ-TV (9)		
	KLAC-TV (13)		
	KNBH (4)		
	KNXT (2)		
	KTLA (5)		
	KTTV (11)	1,681,073	.....
	KTHE (28)	.....	.....
Monterey	KMBY-TV (8)	.....	.....
Sacramento	KCCC-TV (40)	.....	.....
Salinas	KSBW-TV (8)	180,506	.....
San Diego	KFMB-TV (8)		
	KFSD-TV (10)	206,382	.....
San Francisco	KGO-TV (7)		
	KPIX (5)		
San Luis Obispo	KRON-TV (4)	780,000	.....
	KVEC-TV (6)	55,818	.....
Santa Barbara	KEYT (3)	371,332	.....
COLORADO			
Colorado Springs	KKTV (11)	32,315	.....
Denver	KRDO-TV (13)	31,000	.....
	KBTV (9)		
	KFEL-TV (2)	164,750	.....
	KLZ-TV (7)		
Pueblo	KCSJ-TV (5)	30,000	.....
	KDZA-TV (3)	35,000	.....
CONNECTICUT			
Bridgeport	WICC-TV (43)	.....	35,479
New Britain	WKNB-TV (30)	.....	90,411
New Haven	WNHC-TV (6)	635,190	.....
Waterbury	WATR-TV (53)	.....	86,800
DELAWARE			
Wilmington	WDEL-TV (12)	159,939	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV (7)	477,143	.....
	WNBW (4)	559,000	.....
	WTOP-TV (9)		
	WTTG (5)	477,143	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV (23)	.....	85,926
Jacksonville	WMBR-TV (4)	175,000	.....
Miami	WTVJ (4)	201,000	.....
Pensacola	WPFA (15)	.....	.....
St. Petersburg	WSUN-TV (38)	.....	39,000
West Palm Beach	WIRK-TV (21)	.....	17,447
GEORGIA			
Atlanta	WAGA-TV (5)		
	WLWA (8)		
	WSB-TV (2)	330,000	.....
Columbus	WDAK-TV (28)	.....	12,500
Macon	WMAZ-TV (13)	55,000	.....
	WETV (47)	.....	24,544
Rome	WROM-TV (9)	75,500	.....
IDAHO			
Boise	KIDO-TV (7)	10,900	.....
Pocatello	KWIK-TV (10)	.....	.....
ILLINOIS			
Belleville (St. Louis, Mo.)	WTVI (54)	.....	127,000
Bloomington	WBLN (15)	.....	.....
Champaign	WCIA (3)	.....	.....
Chicago	WBBM-TV (2)		
	WBKB (7)		
	WGN-TV (9)		
	WNBQ (5)	1,575,000	.....
Decatur	WTVP (17)	.....	86,700
Peoria	WEEK-TV (43)	.....	106,405
	WTVH-TV (19)	.....	87,000
Quincy	WGEM-TV (10)	27,200	.....
Rockford	WREX-TV (13)	133,854	.....
	WTVO (39)	.....	51,000
Rock Island (Davenport, Moline)	WHBF-TV (4)	217,000	.....
Springfield	WICS (TV) (20)	.....	21,000
INDIANA			
Bloomington	WTTV (10)	276,000	.....
Indianapolis	WFBM-TV (6)	399,000	.....
Lafayette	WFAM-TV (59)	.....	32,425
Muncie	WLBC-TV (49)	.....	40,450
South Bend	WSBT-TV (34)	.....	78,155
IOWA			
Ames	WOI-TV (5)	152,654	.....
Cedar Rapids	KCRI-TV (9)		
	WMT-TV (2)	185,000	.....
Davenport (Moline, Rock Island)	WOC-TV (5)	215,000	.....
Sioux City	KVTV (9)	64,015	.....
KANSAS			
Hutchinson	KTVH (12)	57,639	.....
Wichita	KEDD (16)	.....	40,103
KENTUCKY			
Henderson	WEHT (50)	.....	20,240
Louisville	WAVE-TV (3)	302,251	.....
	WHAS-TV (11)(b)	.....	.....
	WKLO-TV (21)	.....	27,340
LOUISIANA			
Baton Rouge	WAFB-TV (28)	.....	32,000
Monroe	KNOE-TV (8)	70,000	.....
	KFAZ (43)	.....	15,160
New Orleans	WDSU-TV (6)	210,076	.....
	WJMR-TV (61)	.....	56,443
MAINE			
Bangor	WABI-TV (5)	39,750	.....
Portland	WPMT (53)	.....	19,000
MARYLAND			
Baltimore	WAAM (13)		
	WBAL-TV (11)		
	WMAR-TV (2)	502,863	.....
MASSACHUSETTS			
Boston	WBZ-TV (4)		
	WNAC-TV (7)	1,103,507	.....
Cambridge (Boston)	WTAO-TV (56)	.....	63,700
Springfield	WHYN-TV (55)		
	WWLP (61)	.....	75,000
MICHIGAN			
Ann Arbor	WPAG-TV (20)	.....	13,500
Battle Creek	WBKZ-TV (64)	.....	55,924
Detroit	WJBK-TV (2)		
	WWJ-TV (4)		
	WXYZ-TV) (7)	1,128,632	.....
Flint	WTAC-TV (16)	.....	.....
Grand Rapids	WOOD-TV (7)	259,987	.....
Kalamazoo	WKZO-TV (3)	310,900	.....
Lansing	WJIM-TV (6)	231,000	.....
	WILS-TV (54)	.....	17,000
Saginaw	WKNX-TV (57)	.....	46,325
MINNESOTA			
Austin	KMMT (6)	59,546	.....
Duluth	WFTV (38)	.....	32,874
Minneapolis (St. Paul)	WCCO-TV (4)		
	WTCN-TV (11)	401,200	.....
St. Paul (Minneapolis)	KSTP-TV (5)	405,300	.....
	WMIN-TV (11)	395,220	.....
Rochester	KROC-TV (10)	43,000	.....
MISSISSIPPI			
Jackson	WJTV (25)	.....	24,103
Meridian	WTOK-TV (11)	13,400	.....
MISSOURI			
Hannibal (Quincy, Ill.)	KHQA-TV (7)	76,000	.....
Kansas City	KCMO-TV (5)		
	KMBC-TV (9)		
	WDAF-TV (4)		
	WHB-TV (9)	323,352	.....
	KCTY (25)	.....	41,952
St. Joseph	KFEQ-TV (2)	78,582	.....
St. Louis	KSD-TV (5)	534,500	.....
	KSTM-TV (36)	.....	132,000
Springfield	KTTS-TV (10)	32,649	.....
	KYTV (3)	31,300	.....

Station

KRLD TV

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

300,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why

KRLD-TV

is your best buy

Channel 4 Represented by

The BRANHAM Company

WSYR-TV

Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band V.H.F. Station in Central New York

Headley-Reed
National Representatives

NBC Affiliate

WSYR-TV

in Cincinnati,

WLW-T

has the only Client Service Dept. to "plus" your TV Advertising

FOR THE RECORD

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
MONTANA			
Butte	KOPR-TV (4)	.....	.....
	KXLF-TV (6)	.....	.....
NEBRASKA			
Lincoln	KFOR-TV (10)		
	KOLN-TV (12)	62,834	.....
Omaha	KMTV (3), WOW-TV (6)	206,907	.....
NEVADA			
Las Vegas	KLAS-TV (8)	13,401	.....
Reno	KZTV (8)	3,648	.....
NEW JERSEY			
Atlantic City	WFPG-TV (46)	.....	14,872
Newark (New York City)	WATV (13)	3,520,000	.....
NEW MEXICO			
Albuquerque	KGGM-TV (13)		
	KOAT-TV (7)		
	KOB-TV (4)	31,533	.....
Roswell	KSWS-TV (8)	12,093	.....
NEW YORK			
Albany	WROW-TV (41)	.....	50,000
Binghamton	WNBF-TV (12)	182,000	.....
Buffalo	WBEN-TV (4)	365,004	.....
	WBES-TV (59)		
	WBUF-TV (17)	.....	82,071
Elmira	WECT (18)	.....	19,252
	WTVE (24)	.....	20,142
New York	WABC-TV (7)		
	WABD (5)		
	WCBS-TV (2)		
	WNBT (4)		
	WOR-TV (9)		
	WPIX (11)	4,101,000	.....
Rochester	WHAM-TV (6)	190,000	.....
	WHEC-TV (10		
	WVET-TV (10)		
Schenectady	WRGB (6)	284,700	.....
Syracuse	WHEN (8)		
	WSYR-TV (3)	262,070	.....
Utica	WKTV (13)	125,000	.....
NORTH CAROLINA			
Asheville	WISE-TV (62)	.....	16,000
Charlotte	WBTV (3)	357,729	.....
Greensboro	WFMY-TV (2)	184,379	.....
Raleigh	WNAO-TV (28)	.....	31,200
Winston-Salem	WSJS-TV (12)	155,250	.....
	WTOB-TV (26)	.....	.....
NORTH DAKOTA			
Fargo	WDAY-TV (6)	.....	.....
Minot	KCJB-TV (13)	11,654	.....
OHIO			
Akron	WAKR-TV (49)	.....	36,916
Ashtabula	WICA-TV (15)	.....	.....
Cincinnati	WCPO-TV (9)		
	WKRC-TV (12)		
	WLWT (5)	435,000	.....
Cleveland	WEWS (5)		
	WNBK (4)		
	WXEL (9)	810,361	.....
Columbus	WBNS-TV (10)		
	WLWC (4)		
	WTVN (6)	306,950	.....
Dayton	WHIO-TV (7)		
	WLWD (2)	300,000	.....
	WIFE (TV) (22)	.....	25,000
Lima	WLOK-TV (73)	.....	12,497
Toledo	WSPD-TV (13)	228,000	.....
Youngstown	WFMJ-TV (73)		
	WKBN-TV (27)	.....	105,000
Zanesville	WHIZ-TV (50)	.....	15,352
OKLAHOMA			
Lawton	KSWO-TV (7)	32,140	.....
Okla. City	WKY-TV (4)	232,310	.....
	KLPR-TV (19)		
	KTVQ (25)	.....	.....
Tulsa	KOTV (6)	165,340	.....
OREGON			
Medford	KBES-TV (5)	.....	.....
Portland	KOIN-TV (6)	125,000	.....
	KPTV (27)	.....	113,711
PENNSYLVANIA			
Altoona	WFBG-TV (10)	346,462	.....
Bethlehem	WLEV-TV (51)	.....	34,278
Chambersburg	WCHA-TV (46)	.....	.....
Easton	WGLV (57)	.....	41,343
Erie	WICU (12)	198,500	.....
Harrisburg	WHP-TV (55)		
	WTPA (71)	.....	78,300
Johnstown	WJAC-TV (6)	691,045	.....
	WARD-TV (56)	.....	.....
Lancaster	WGAL-TV (8)	240,936	.....
Lebanon	WLBR-TV (15)	.....	100,800
New Castle	WKST-TV (45)	.....	68,300
Philadelphia	WCAU-TV (10)	1,592,000	.....
	WFIL-TV (6)	1,597,057	.....
	WPTZ (3)	1,681,876	.....
Pittsburgh	WDTV (2)	770,000	.....
	WENS (16)	.....	132,934
	WKJF-TV (53)	.....	115,000
Reading	WEEU-TV (33)	.....	54,633
	WHUM-TV (61)	.....	127,350
Scranton	WGBI-TV (22)	.....	85,000
	WTVU (73)	.....	150,424
Wilkes-Barre	WBRE-TV (28)		
	WILK-TV (34)	.....	106,000
York	WSBA-TV (43)	.....	65,100

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
RHODE ISLAND			
Providence	WJAR-TV (10)	1,073,000	.....
SOUTH CAROLINA			
Charleston	WCSC-TV (5)	43,807	.....
Columbia	WIS-TV (10)	.....	.....
	WCOS-TV (25)	.....	29,312
	WNOK-TV (67)	.....	30,000
Greenville	WGVL (23)	.....	32,779
SOUTH DAKOTA			
Sioux Falls	KELO-TV (11)	39,752	.....
TENNESSEE			
Johnson City	WJHL-TV (11)	197,892	.....
Knoxville	WROL-TV (6)	29,429	.....
	WTSK-TV (26)	.....	.....
Memphis	WHBQ-TV (13)		
	WMCT (5)	228,654	.....
Nashville	WSM-TV (4)	128,838	.....
TEXAS			
Abilene	KRBC-TV (9)	16,120	.....
Amarillo	KFDA-TV (10), KGNC-TV (4)	34,377	.....
Austin	KTBC-TV (7)	50,616	.....
Dallas	KRLD-TV (4)		
	WFAA-TV (8)	306,000	.....
El Paso	KROD-TV (4)	31,993	.....
	KTSM-TV (9)	30,788	.....
Ft. Worth	WBAP-TV (5)	295,095	.....
Galveston	KGUL-TV (11)	235,000	.....
Harlingen	KGBS-TV (4)	.....	22,500
Houston	KPRC-TV (2), KUHT (8)	276,000	.....
	KNUZ-TV (39)	.....	35,226
Longview	KTVE (32)		
Lubbock	KCBD-TV		
	KDUB-TV (13)	34,225	.....
San Angelo	KTXL-TV (8)	14,077	.....
San Antonio	KEYL (5), WOAI-TV (4)	165,066	.....
Temple	KCEN-TV (6)	45,752	.....
Texarkana	KCMC-TV (6)	36,689	.....
Tyler	KETX (19)	.....	.....
Waco	KANG-TV (34)	.....	.....
Wichita Falls	KFDX-TV (3)		
	KWFT-TV (6)	41,250	.....
UTAH			
Salt Lake City	KDYL-TV (4), KSL-TV (5)	139,600	.....
VIRGINIA			
Hampton (Norfolk)	WVEC-TV (15)	.....	46,000
Harrisonburg	WSVA-TV (3)	38,975	.....
Lynchburg	WLVA-TV (13)	84,706	.....
Newport News	WACH (33)	.....	.....
Norfolk	WTAR-TV (4)	202,600	.....
Richmond	WTVR (6)	179,537	.....
Roanoke	WSLS-TV (10)	96,200	.....
WASHINGTON			
Bellingham	KVOS-TV (12)	29,757	.....
Seattle	KING-TV (5)	294,000	.....
Spokane	KHQ-TV (6)		
	KXLY-TV (4)	39,634	.....
Tacoma	KMO-TV (13)		
	KTNT-TV (11)	294,100	.....
Yakima	KIMA-TV (27)	.....	6,000
WEST VIRGINIA			
Charleston	WKNA-TV (49)	.....	13,500
Huntington	WSAZ-TV (3)	227,132	.....
Parkersburg	WTAP (15)	.....	.....
Wheeling	WTRF-TV (7)	445,190	.....
WISCONSIN			
Green Bay	WBAY-TV (2)	93,276	.....
Madison	WKOW-TV (27)		
	WMTV (33)	.....	24,500
Milwaukee	WTMJ-TV (4)	589,134	.....
	WCAN-TV (25)	.....	144,000
	WOKY-TV (19)	.....	125,000
Oshkosh	WOSH-TV (48)	.....	8,500
HAWAII			
Honolulu	KGMB-TV (9)		
	KONA (11)	35,000	.....
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV (7)	31,200	.....
Tijuana (San Diego, Calif.)	XETV (6)	211,920	.....

Total Stations on Air 313*

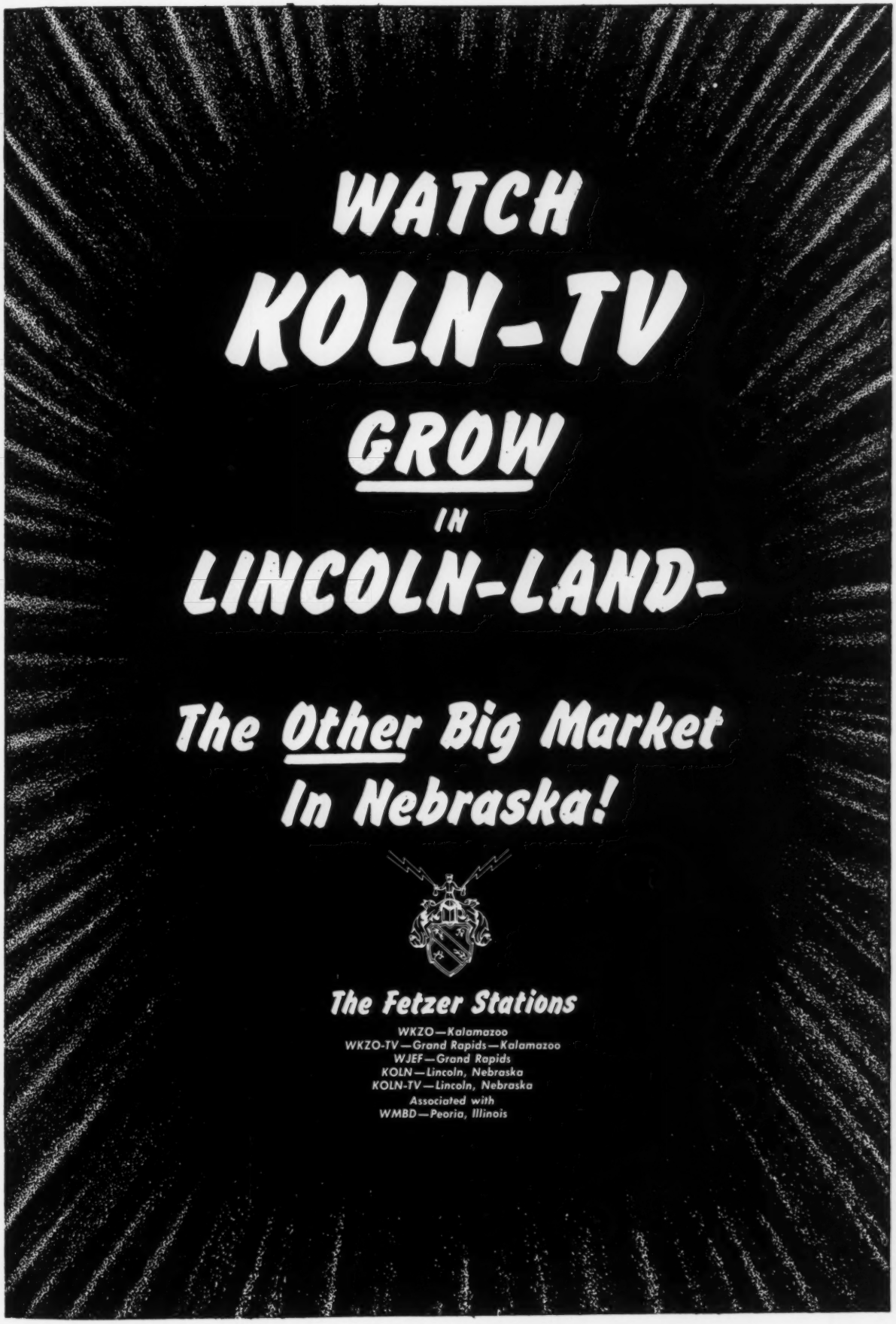
Total Cities with Stations on Air 201*

Total Sets in Use 27,463,000

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KTHE Los Angeles and KUHT Houston.

(a) Figure does not include 177,486 sets which stations reports it serves in Canada.

(b) Number of sets not currently reported. Last report was 205,544 on July 10, 1953.


WATCH
KOLN-TV
GROW
IN
LINCOLN-LAND-
The Other Big Market
In Nebraska!
The Fetzer Stations
WKZO—Kalamazoo
WKZO-TV—Grand Rapids—Kalamazoo
WJEF—Grand Rapids
KOLN—Lincoln, Nebraska
KOLN-TV—Lincoln, Nebraska
Associated with
WMBD—Peoria, Illinois

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air commercially. Stations on the air are listed in TELESTATUS page 121

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, WJLN-TV (48), 12/10/52—Unknown.
Birmingham, WSGN-TV (42), 12/18/52—Unknown.
Decatur, WMSL-TV (23), 12/26/53-2/1/54.
Montgomery, **Montgomery Bcstg. Co.** (12), Initial Decision 10/7/53.

ARKANSAS

Little Rock, KARK-TV (4), 6/18/53-2/1/54, Petry.
Little Rock, KETV (TV) (23), 10/30/53—Unknown.
Pine Bluff, KATV (TV) (7), 6/18/53-12/1/53, Avery-Knodel.

CALIFORNIA

Berkeley-San Francisco, **KQED (TV) (*9), 7/24/53-**January '54.
Corona, KCOA (TV) (52), 9/16/53—Unknown.
Fresno, KCAF (TV) (53), 8/12/53—Unknown.
Los Angeles, KPIK (TV) (22), 12/10/52-Late '53.
Merced, KMER (TV) (34), 9/16/53—Unknown.
Sacramento, KBIC (TV) (46), 6/26/53-Fall '53.
Sacramento, McClatchy Bcstg. Co. (10), Initial Decision 11/6/53.
Salinas, **KICU (TV) (28), 1/15/53-Fall '53.**
San Bernardino, KITO-TV (18), 11/6/52-Fall '53, Hollingbery.
San Bernardino, Orange Belt Telecasters (30), Initial Decision 9/18/53.
San Francisco, KSAN-TV (32), 4/29/53-Jan. 54, McGillvra.
San Jose, **KVIE (TV) (48), 6/17/53-Oct. 54.**
Stockton, **KTVU(TV)** (36), 1/8/53-11/30/53, Hollingbery.
Tulare-Fresno, KCOK-TV (27), 4/2/53-11/16/53, DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, KAGR-TV (52), 3/11/53—Unknown.

COLORADO

Denver, KDEN (TV) (26), 7/11/52—Unknown.
Denver, KIRV (TV) (20), 9/18/52—Unknown.
Denver, **KOA-TV** (4), 9/9/53-12/25/53, NBC, Petry.
Denver, KRMA-TV (*6), 7/1/53—1954.
Grand Junction, KFXJ-TV (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, WCTB (TV) (*71), 1/29/53—Unknown.
Bridgeport, WSJL (TV) (49), 8/14/52—Unknown.
Hartford, **General Times Tv Corp.** (18), 10/21/53—Unknown.
Hartford, WEDH (TV) (*24), 1/29/53—Unknown.
New Haven, WELI-TV (59), 6/24/53—Summer '54, H-R Television.
New London, WNLC-TV (26), 12/31/52-Dec. '53—Headley-Reed Tv
Norwich, WCTN (TV) (*63), 1/29/53—Unknown.
Stamford, **WSTF (TV)** (27), 5/27/53—Unknown.

DELAWARE

Dover, WHRN (TV) (40), 3/11/53—Unknown.
Wilmington, **WILM-TV** (83), 10/14/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-11/26/53, DuM, Taylor.
Fort Myers, **WINK (TV)** (11) 3/11/53-Dec. '53—Weed Tv.
Jacksonville, WJHP-TV (36), 6/3/53-Dec. '53, Perry Assoc.
Jacksonville, **WOBS-TV** (30), 8/12/53-Early '54.
Lakeland, WOTV (TV) (16), 12/31/52—Unknown.
Orlando, **WDBO-TV** (6), 10/14/53-Apr. '54, CBS, Blair-Tv.
Panama City, **WJDM (TV)** (7), 3/11/53-11/30/53, ABC, Hollingbery.
Pensacola, **WEAR-TV** (3), 6/3/53-12/15/53, CBS, Hollingbery.
Tampa, WFLA-TV (8), Initial Decision 7/13/53-Early '54, NBC, Blair-Tv.
West Palm Beach, **Palm Beach Television Inc.** (5), 11/4/53-6/1/54.

GEORGIA

Atlanta, **WQXI-TV** (36), Initial Decision 10/15/53-Summer '54.
Augusta, **WJBF-TV** (6), 9/16/53-11/26/53, ABC, NBC, Hollingbery (granted STA Sept. 18).
Augusta, WRDW-TV (12), 9/16/53-2/1/54, CBS, Headley-Reed.
Columbus, **WRBL-TV** (4), 8/27/53-11/15/53, Hollingbery.
Savannah, **WTOC-TV** (11), 6/26/53-3/1/54, CBS, Katz.
Valdosta, WGOV-TV (37), 2/26/53—Nov. '53, Stars National.

IDAHO

Boise-Meridian, **KBOI (TV)** (2), 5/14/53-11/27/53 (granted STA Sept. 29).
Boise, **KTVI (TV)** (9), 1/15/53-October '54, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53-12/1/53, CBS, NBC, Gill-Perna.
Idaho Falls, KIFT (TV) (8), 2/26/53-12/1/53, ABC Hollingbery.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Meridian-Boise, KBOI (TV) (2), 5/14/53-11/27/53 (granted STA Sept. 29).
Nampa, **KFXD-TV** (6), 3/11/53—Unknown, Hollingbery.
Pocatello, KISJ (TV) (6), 2/26/53—Nov. '54, CBS.
Twin Falls, **KLIX-TV** (11), 3/19/53-5/1/54, ABC, Hollingbery.

ILLINOIS

Champaign, **U. of Illinois** (*12), 11/4/53—Unknown.
Champaign, WCUI (TV) (21), 7/22/53—Unknown.
Chicago, **Chicago Educational Tv Assn.** (*11), 11/5/53—Unknown.
Chicago, WHFC-TV (26), 1/8/53—Unknown.
Chicago, WIND-TV (20), 3/19/53—Unknown.
Danville, WDAN-TV (24), 12/10/52—Unknown, Everett-McKinney.
Evanston, **WTLE (TV)** (32), 8/12/53—Unknown.
Harrisburg, WSIL-TV (22), 3/11/53-Nov. '53.
Joliet, **WJOL-TV** (48), 8/21/53-Unknown.

INDIANA

Elkhart, **WSJV (TV)** (52), 6/3/53-Feb. '54.
Evansville, **WFIE (TV)** (62), 6/10/53-11/15/53, Taylor (granted STA Aug. 6).
Fort Wayne, **Anthony Wayne Bcstg.** (69), Initial Decision 10/27/53.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/15/53, NBC, Raymer.
Indianapolis, WJRE (TV) (26), 3/26/53—Unknown.
Indianapolis, **WNES (TV)** (67), 3/26/53-Unknown.
Marion, WMRI-TV (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-11/15/53, Walker.
Terre Haute, **WTHI-TV** (10), 10/7/53—Unknown.
Waterloo, **WINT (TV)** (15), 4/6/53-12/15/53.

IOWA

Cedar Rapids, **KEYC (TV)** (20), 7/30/53-Unknown.
Davenport, KDIO (TV) (36), 3/11/53—Unknown.
Des Moines, **WHO-TV** (13), 9/2/53-Spring '54.
Fort Dodge, **KQTV (TV)** (21), 1/29/53-11/23/53, Pearson (granted STA Oct. 29).
Mason City, **KGLO-TV** (3), 10/14/53-Spring '54, CBS, DuM, Weed.
Sioux City, KCTV (TV) (36), 10/30/52—Unknown.
Waterloo, **KWWL-TV** (7), 9/2/53-11/26/53, NBC, DuM, Headley-Reed (granted STA Nov. 4).

KANSAS

Manhattan, KSAC-TV (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV (7)**, 2/26/53-11/15/53, NBC, CBS, DuM, Katz.
Topeka, **Alf M. Landon** (42), 11/5/53—Unknown.
Topeka, WIBW-TV (13), 6/3/53-11/15/53, CBS, Capper Sales (granted STA Sept. 22).
Wichita, **KAKE Bcstg. Co.** (10), Initial Decision 10/30/53.

KENTUCKY

Ashland, **WPTV (TV)** (59), 8/14/52—Unknown, Petry.
Louisville, **WLOU-TV** (41), 1/15/53-Spring '54.
Paducah, **Paducah Tv Corp.** (43), 9/16/53—Unknown.

LOUISIANA

Alexandria, KSPJ (TV) (62), 4/2/53—Unknown.
Baton Rouge, KHTV (TV) (40), 12/18/52—Unknown.
Lafayette, **KVOL-TV** (10), 9/16/53-3/15/54 (share time with KLFY-TV).
Lafayette, **KLFY-TV** (10), 9/16/53—Unknown (share time with KVOL-TV).
Lake Charles, **KTAG (TV)** (25), 12/18/52-11/15/53, CBS, ABC, DuM, Adam Young.
New Orleans, WCKG (TV) (26), 4/2/53—Late Winter '53, Gill-Perna.
New Orleans, WCNO-TV (32), 4/2/53-1/1/54.
New Orleans, WTLO (TV) (20), 2/26/53—Unknown.
Shreveport, **KSLA (TV)** (12), 9/19/53-Dec. '53, NBC.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53-12/1/53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, WMTW (TV) (8), 7/8/53-4/1/54.
Portland, **WCSH-TV** (6), 7/30/53-12/1/53, NBC, Weed Tv.

MARYLAND

Baltimore, WITH-TV (60), 12/18/52-1/1/54—Forjoe.
Frederick, WFMD-TV (62), 10/24/52—Winter 1953.
Salisbury, **WBOC-TV** (16), 3/11/53-12/25/53.

MASSACHUSETTS

Boston, WBOS-TV (50), 3/26/53—Unknown.
Boston, WGBH-TV (*2), 7/16/53-10/1/54.
Boston, **WJDW (TV)** (44), 8/12/53—Unknown.
Brockton, **WHEF-TV** (62), 7/30/53-Fall '54.
Lawrence, WGLM (TV) (72), 6/10/53—Unknown.
New Bedford, WTEV (TV) (28), 7/11/52—Fall, Walker.
North Adams, **WMGT (TV)** (74), 2/18/53-12/25/53, Walker.
Worcester, **WAAB-TV** (20), 8/12/53-Spring '54, Hollingbery.
Worcester, **WWOR-TV** (14), 6/18/53-12/15/53, Raymer.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MICHIGAN

Ann Arbor, **Regents of the U. of Michigan** (*26), 11/4/53—Unknown.
Battle Creek, **WBCK-TV** (58), 11/20/52-January '54, Headley-Reed.
Bay City, **WNEM-TV** (5), 9/2/53—Fall '53.
Benton Harbor, WHFB-TV (42), 2/26/53—Unknown.
Cadillac, **WWTV (TV)** (13), 4/8/53-12/15/53, CBS, ABC, DuM, Weed (granted STA Sept. 29).
Detroit, **UAW-CIO Bcstg. Corp.** (62), Initial Decision 10/12/53.
East Lansing, WKAR-TV (*60), 10/16/52-1/1/54.
Flint, WCTF (TV) (28), 7/11/52-Unknown.
Flint **WFDF-TV** (12), Initial Decision 5/11/53.
Jackson, **WIBM-TV** (48), 11/20/52-12/8/53, Forjoe.
Muskegon, WTVM (TV) (35), 12/23/52—Unknown.
Saginaw, **Booth Radio & Tv Stations Inc.** (51), 10/29/53—Unknown.

MINNESOTA

St. Cloud, **WJON-TV** (7), 1/23/53-2/28/54, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53—Unknown.

MISSISSIPPI

Columbus, WCBI-TV (28), 3/11/53—Unknown.
Gulfport, WGCM-TV (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54—ABC, Weed TV.
Jackson, **WJDT (TV)** (3), 8/27/53-12/15/53, NBC, Hollingbery (granted STA Oct. 19).
Meridian, **WCOC-TV** (30), 12/23/52-11/15/53.

MISSOURI

Cape Girardeau, **KFVS-TV** (12), 10/14/53—Unknown.
Cape Girardeau, KGMO-TV (18), 4/16/53—Unknown.
Clayton, KFUO-TV (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-12/15/53, ABC, CBS, DuM, NBC, H-R Television.
Festus, KACY (TV) (14), 12/31/52-Nov. '53.
St. Louis, KETC (TV) (*9), 5/7/53—Unknown (granted STA Aug. 12).
St. Louis, WIL-TV (42), 2/12/53—Late '53.
Sedalia, KDRO-TV (6), 2/26/53-1/1/54.

MONTANA

Billings, **KRHT (TV)** (8), 1/15/53-Fall '53.
Great Falls, KFBB-TV (5), 1/15/53-Nov. '53, CBS, Weed Tv.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, Gill-Perna.

NEBRASKA

Kearney, **KHOL-TV** (13), 7/22/53-12/1/53, CBS, DuM, Meeker (granted STA Oct. 29).

NEW HAMPSHIRE

Keene, WKNE-TV (45), 4/22/53—Unknown.
Manchester, **WMUR-TV** (9), 8/26/53-2/1/54.
Mt. Washington, WMTW (TV) (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52-Dec. '53 (tests due Dec. 1).
Atlantic City, WOCN (TV) (52), 1/8/53—Unknown.
New Brunswick, WDHN (TV) (47), 4/2/53—Unknown.
New Brunswick, WTLV (TV) (*19), 12/4/52—Unknown.
Trenton, **WTTM-TV** (41), 7/16/53—Unknown.

NEW MEXICO

Clovis, KNEH (TV) (12), 3/4/53—Unknown.
Santa Fe, KTVK (TV) (2), 1/23/53—Unknown.

NEW YORK

Albany, WPTR (TV) (23), 6/10/53—Unknown.
Albany, WTVZ (TV) (*17), 7/24/52—Unknown.
Binghamton, WQTV (TV) (*46), 8/14/52—Unknown.
Buffalo, WTVF-TV (*23), 7/24/52—Unknown.
Ithaca, **WHCU-TV** (20), 1/8/53-Nov. '54, CBS.
Ithaca, WIET (TV) (*14), 1/8/53—Unknown.
Jamestown, WJTN-TV (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Jan. '54, NBC, CBS, DuM, Meeker.
New York, WGTV (TV) (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Jan. '54.
Rochester, WRNY-TV (27), 4/2/53—Unknown.
Rochester, WROH (TV) (*21), 7/24/52—Unknown.
Rochester, **WCBF-TV** (15), 6/10/53—Unknown.
Schenectady, **WTRI (TV)** (35), 6/11/53-1/15/54.
Syracuse, WHTV (TV) (*43), 9/18/52—Unknown.
Utica, **WFRB (TV)** (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52—Unknown, Weed Tv.

NORTH CAROLINA

Chapel Hill, **WUNC-TV** (*4) 9/30/53—Sept. '54.
Charlotte, **WAYS-TV** (36), 2/26/53-12/1/53, ABC, Bolling.
Durham, **WCIG-TV** (46), 2/26/53-Unknown, DuM, NBC, H-R Television.
Goldsboro, Goldsboro Tv Corp. (34), 9/30/53—Unknown.
Greensboro, **WCOG-TV** (57), 11/20/52-Unknown, ABC, Bolling.
Greenville, **WNCT (TV)** (9), 3/11/53-12/1/53, CBS, DuM, Pearson.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Mount Airy, **WPAQ-TV (55), 3/11/53—Fall '53, Clark.**
Wilmington, **WMFD-TV (6), 7/30/53—Spring '54.**

NORTH DAKOTA

Bismarck, **KFYR-TV** (5), 3/4/53-12/1/53, Blair Tv (granted STA Oct. 28).
Valley City, **KXJB-TV** (4), 8/5/54—Early '54, Weed Tv.

OHIO

Cincinnati, **WCIN-TV** (54), 5/14/53-Spring '54.
Cleveland, WERE-TV (65), 6/18/53—Fall '53.
Cleveland, **United Bcstg. Co.** (19), Initial Decision 10/15/53.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Lima, **WIMA-TV** (35), 12/4/52-Spring '54, Weed Tv.
Massillon, **WMAC-TV** (23), 9/4/52—Unknown, Petry.
Steubenville, **WSTV-TV** (9), 8/12/53-12/10/53, CBS, Avery-Knodel (granted STA Sept. 16).
Youngstown, **WUTV (TV)** (21), **9/25/52—Fall '53.**

OKLAHOMA

Miami, **KMIV (TV) (58), 4/22/53—Unknown.**
Oklahoma City, **KWTV** (TV) (9), 7/22/53-12/15/53, CBS, Avery-Knodel.
Tulsa, **KCEB** (TV) (23), 2/26/53-11/14/53, Bolling.

OREGON

Eugene-Springfield, **KTVF (TV) (20), 2/11/53—Unknown.**
Eugene, **Eugene Tv Inc.** (13), 5/14/53-February '54, Hollingbery.
Portland (Ore.)-Vancouver (Wash.), KVAN-TV (21), Initial Decision 6/18/53.
Salem, **KPIC** (TV) (24), 12/9/53-12/15/53 (granted STA Aug. 4).
Salem, **KSLM-TV** (3), 9/30/53—Unknown.
Springfield-Eugene, KTVF (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, WFMZ-TV (67), 7/16/53—Unknown.
Allentown, **WQCY** (TV) (39), 8/12/53—Unknown.
Erie, **Great Lakes Tv Co.** (35), 10/14/53—Unknown.
Harrisburg, **WCMB-TV** (27), **7/24/53-12/15/53—Cooke.**
Hazleton, WAZL-TV (63), 12/18/52—Unknown, Meeker.
Lancaster, WWLA (TV) (21), 5/7/53—Late '53, Taylor.
Lewistown, WMRF-TV (38), 4/2/53—Unknown.
Philadelphia, **WIBG-TV** (23), 10/21/53-Unknown.
Philadelphia, WIP-TV (29), 11/26/52—Unknown.
Pittsburgh, **WQED** (TV) (*13), 5/14/53-1/1/54 (granted STA Oct. 14).
Pittsburgh, WTVQ (TV) (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53-12/1/53, Hollingbery.
Williamsport, WRAK-TV (36), 11/13/52—Unknown.
York, **WNOW-TV** (49), 7/11/52-Nov. '53, DuM, Hollingbery.

RHODE ISLAND

Providence, WNET (TV) (16), 4/8/53—Unknown.
Providence, **WPRO-TV** (12), 9/2/53—Unknown, Blair Tv (granted STA Sept. 23).

SOUTH CAROLINA

Aiken, **Aiken Electronics Advertising Corp.** (54), 10/21/53—Unknown.
Anderson, **WAIM-TV** (40), 9/30/53—Unknown.
Camden, **WACA-TV** (15), 6/3/53—Jan. '54.
Greenville, **WGCT** (TV) (4), 7/30/53-12/15/53, Weed.
Greenwood, **WCRS-TV (21), 4/8/53—Unknown.**
Spartanburg, **WSCV** (TV) (17), 7/30/53—Jan. '54.

TENNESSEE

Chattanooga, **WOUC (TV) (49), 8/21/52—Unknown, Pearson.**
Chattanooga, **WTVT (TV) (43), 8/21/52—Unknown.**
Nashville, **WSIX-TV** (8), 7/30/53-11/15/53, CBS, Hollingbery (granted STA Sept. 9).
Old Hickory, **WLAC-TV** [Nashville] (5), 8/5/53-1/1/54.

TEXAS

Amarillo, **Plains Empire Bcstg. Co.** (7), Initial Decision 11/9/53.
Beaumont, **KBMT** (TV) (31), 12/4/52—Fall '53, Taylor.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Dallas, **KDTX** (TV) (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, **KEPO-TV (13), 10/24/52—Fall '53, Avery-Knodel.**
Fort Worth, **KTCO** (TV) (20), 3/11/53—Unknown.
Houston, **KTVP** (TV) (23), 1/8/53—Unknown.
Houston, **KXYZ-TV (29), 6/18/53—Unknown.**
Lubbock, **KFYO-TV (5), 5/7/53—Late '53, Taylor.**
Lufkin, **KTRE-TV (9), 3/11/53—1954, Taylor.**
Marshall, **KMSL** (TV) (16), 6/25/53—Unknown.
Midland, **KMID** (TV) (2), 7/1/53—Unknown.
San Antonio, **KALA** (TV) (35), 3/26/53—Unknown.
San Juan, **WKAQ-TV (2), 7/24/52-1954, Inter-American.**

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS • RADIO STATIONS
50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

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Sherman, **KSHM** (TV) (46), 3/4/53—Unknown.
Sweetwater, **KPAR-TV** (12), 8/26/53—Unknown, CBS, Avery-Knodel.
Victoria, KNAL (TV) (19), 3/26/53—Unknown, Best.
Weslaco, **KRGV-TV** (5), 7/16/53-11/26/53, NBC, Taylor.

UTAH

Salt Lake City, **KUTV** (TV) (2), 3/26/53-3/1/54, ABC, Hollingbery.

VERMONT

Montpelier, **WCAX Bcstg. Corp.** (3), Initial Decision 10/2/53.

VIRGINIA

Charlottesville, WCHV-TV (64), **1/29/53—Winter '53, Walker.**
Danville, **WBTM-TV** (24), 12/18/52-1/15/54, Hollingbery.
Marion, WMEV-TV (50), 4/2/53—Unknown, Donald Cook.
Norfolk, **WTOV-TV** (27), 7/8/53-11/30/53, ABC, DuM, Forjoe (granted STA Oct. 16).

WASHINGTON

Seattle, KOMO-TV (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), 9/25/53-1/15/54.
Yakima, **KIT-TV** (23), 12/4/52-Jan. '54.

WEST VIRGINIA

Beckley, WBEY (TV) (21), **6/25/53—Unknown.**

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Fairmont, WJPB-TV (35), 7/1/53-1/1/54—Gill-Perna.
Wheeling, **WLTV** (TV) (51), 2/11/53—Unknown.

WISCONSIN

Eau Claire, **WEAU-TV** (13), 2/26/53-12/1/53, Hollingbery.
La Crosse, **WKBH Television Inc.** (8), 10/28/53-6/15/54.
Madison, **WHA-TV** (*21), 10/7/53—Unknown.
Milwaukee, WMIL-TV (31), 8/20/53—Unknown.
Neenah, **WNAM-TV** (42), 12/23/52-12/15/53, Clark.
Superior, **WDSM-TV** (6), 10/14/53—Unknown, Free & Peters.

WYOMING

Casper, KSPR-TV (2), 5/14/53—Unknown.
Cheyenne, KFBC-TV (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, **KFIA** (TV) (2), 7/30/53-11/15/53, NBC, CBS, Weed (granted STA Sept. 29).
Anchorage, **KTVA** (TV) (11), 7/30/53-12/15/53.
Fairbanks, KFIF (TV) (2), 7/1/53—Spring '54, ABC, CBS.

HAWAII

Honolulu, KULA-TV (4), **5/14/53-1/1/54.**

PUERTO RICO

San Juan, **WAPA-TV** (4), 8/12/53—Unknown.

UPCOMING EVENTS

Nov. 16: Fall broadcast symposium, Institute of Radio Engineers, Franklin Institute, Philadelphia.

Nov. 17-19: Radio-Electronics-Tv Mfrs. Assn. fall meeting, Palmer House, Chicago.

Nov. 19-20: Louisiana Assn. of Broadcasters, election of officers, Captain Shreve Hotel, Shreveport.

Nov. 20: Southwest Sub-Section, Society of Motion Picture & Television Engineers (Ark., La., Tex., Okla.), Fort Worth.

Nov. 20: California State Broadcasters Assn., Roosevelt Hotel, Hollywood.

Nov. 20-21: Florida Assn. of Broadcasters, George Washington Hotel, Jacksonville.

Nov. 20-22: Midwestern Advertising Agency Network, quarterly meeting, Sheraton Hotel, Chicago.

Nov. 23: Radio Technical Commission on Aeronautics, special committee on uhf tv interference, 1724 F St. N. W., Washington.

Nov. 23-24: AAAA's annual Eastern Conference, Hotel Roosevelt, New York.

Nov. 27: Oral argument, Zenith Radio Corp. v. FCC, re Chicago ch. 2, U. S. Court of Appeals, Washington.

Nov. 27-29: National Assn. of Radio Farm Directors, Conrad Hilton Hotel, Chicago.

Dec. 4: Tennessee Assn. of Broadcasters, Andrew Jackson Hotel, Jacksonville.

Dec. 7: FTC hearing on proposed trade practice rules for radio-tv industry, 10 a.m., FTC Bldg., Washington.

Dec. 7: Idaho Broadcasters Assn., Turf Club, Twin Falls.

Dec. 9-10: NARTB Tv Code Review Board, NARTB Hdqtrs., Washington.

Dec. 10: Supreme Court to hear oral argument on FCC's "giveaway" regulations, Washington.

Dec. 11: Authors League of America, Screen Writers Guild, joint meeting to merge organizations, New York.

Jan. 6: Second session of 83d Congress begins.

Jan. 8: Daytime Broadcasters Assn., St. Louis.

Jan. 10-12: National Appliance & Radio-Tv Dealers Assn., convention, Conrad Hilton Hotel, Chicago.

Jan. 19-23: NARTB Combined Boards, Camelback Inn, Phoenix.

Feb. 14-20: Advertising Recognition Week.

Feb. 19-21: Democracy Workshop, sponsored by NARTB, RETMA, U. S. Jr. Chamber of Commerce, Williamsburg, Va.

Feb. 21-28: Brotherhood Week.

April 4-6: American Public Relations Assn., Hotel Biltmore, New York.

April 23-25: American Women in Radio and Television, annual convention, Kansas City, Mo.

April 24: Spring Technical Conference, sponsored by Cincinnati section, Institute of Radio Engineers, Cincinnati.

April 28: Brand Names Day.

May 4-6: Government-industry electronic component conference, Dept. of Interior auditorium, Washington.

SPECIAL LISTING

Nov. 16-17: NARTB Copyright Committee, NARTB Headquarters, Washington.

Nov. 20: NARTB TV Labor Advisory Committee, Waldorf-Astoria, New York.

Nov. 23-24: NARTB Sports Committee, Waldorf-Astoria, New York.

BMI
"Pin Up" Hit
THE NIGHT HOLDS NO FEAR FOR THE LOVER
RECORDED BY
PEGGY LEE . . . . . Decca
MARGARET WHITING. . Capitol
BOB SANTA MARIA . . . MGM
STAN FREE . . . . . Jubilee
TRINITY MUSIC, INC.
BROADCAST MUSIC, INC.
580 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

editorials

Call the Cops . . .

HOWEVER broadcasters elsewhere might wish it, the crackdown on television bait and switch advertising by the Los Angeles police bunco squad cannot be dismissed as a local affair. The fact that television in as important a city as Los Angeles has gotten mixed up with a police detail that specializes in the investigation of confidence men and swindlers is apt to create doubt about the standards of broadcast advertising everywhere.

As reported here a week ago, Los Angeles police have arrested a television announcer on charges of fraud in delivering commercials for a vacuum cleaner company and have notified stations that prosecution of future cases of advertising deceit is assured.

We do not presume to comment upon the merits of the case that is now in prosecution, and indeed it is beside the point whether a sound legal case does or does not exist. What is important is that in Los Angeles the police have been obliged to act on complaints from victims of bait and switch advertising. It goes without saying that if telecasters in that community were exerting proper control over their advertising accounts, complaints to the police would have been wholly unnecessary.

Unhappily, the potentiality of similar intervention by law enforcement agencies exists in other communities. Although undoubtedly reduced in volume since the Assn. of Better Business Bureaus began a vigorous campaign against it several months ago, bait and switch advertising has by no means disappeared. In a regrettable number of communities one need not turn the radio or television dial very long before being raucously advised of some once-in-a-lifetime bargain in a rebuilt appliance at a price low enough to identify the advertiser as one who will try to switch the customer to a higher priced model once the customer is in his hands.

The hope must be entertained that radio and television stations will act on their own initiative to rid the air of these deceptions. People in cities other than Los Angeles also can call the cops.

. . . or Enforce the Code

THEORETICALLY, television has its own cops, the Television Code Review Board, and its own anti-bunco laws, contained in the television code.

The code specifically prohibits advertising that is intended to mislead the public. The Television Code Review Board is empowered to enforce the code by recommending the removal of the seal of good practice.

Last week the review board issued its "First Report to the People of the United States." The report made no mention of any action, intended or completed, regarding the telecasting of bait and switch advertising.

Recently the code board announced it would deal more firmly with advertising abuses in the future. Perhaps the "Second Report to the People of the United States" will get around to comment on what is obviously a widespread and disreputable violation of the code, bait and switch advertising.

Working on the Levy

THE FCC indeed has an intricate problem in mathematics and logic in trying to establish a system of licensee fees that will be equitable among the million licensees within its jurisdiction. Fortunately, the Budget Bureau directive that ordered the establishment of fees also provided licensees with a chance to inspect proposed charges and to comment on them before their adoption.

We believe broadcasters, on the whole, will not challenge the fees, providing it is clear that broadcasters, as a class, are not to carry a disproportionate share of the total fee burden. It is to be hoped that the several examples of big-income tv stations will not mislead the FCC into thinking that all radio and television operators are loaded with money and hence able to pick up the biggest part of the tab.

In a way, it seems to us that the payment of a license fee will give the licensee a sort of property right which he has not had and that because he has paid for his license cannot have it easily taken away by a peremptory action of the Commission. Assuming the fees are not exorbitant, they may, in the long run, constitute an asset.

"We have just received a bulletin of a catastrophe, the like of which has never been known to mankind—but first, a word from our sponsor. . ."

Drawn for BROADCASTING • TELECASTING by G. C. Troop

Hard to Take Seriously

BROADCASTERS are finding it hard to take very seriously the suit brought by Songwriters of America, 33 ASCAP members admittedly banded together for the sole purpose of suing the broadcasting industry. The suit contains the ridiculous charge that there is a conspiracy to use only BMI music on the air and that this conspiracy has so damaged the fortunes of ASCAP writers that they can be recompensed only by a cash settlement of $150 million, a figure that seems to have been arrived at more for reasons of publicity than of economics.

The fact is that despite the steady growth of BMI, most music on the air today bears the ASCAP label. Payments of radio and tv stations and networks to ASCAP amount to more than $13 million a year, well over 80% of ASCAP's total revenue from all sources. True, those payments would be much larger were it not for BMI, which not only admits but proudly proclaims that the combined broadcaster payments to ASCAP and BMI total less than the amount asked by ASCAP alone in 1939, a demand that led to the formation of BMI and, eventually, to Dept. of Justice action that brought about the reorganization of ASCAP on a less monopolistic and more business-like basis.

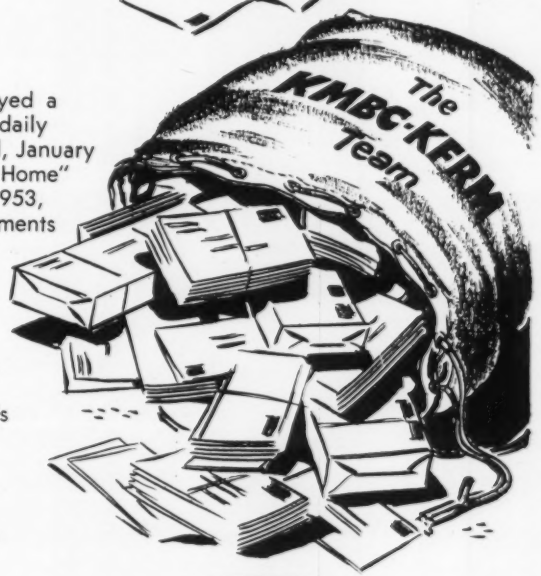
Timing of this suit just before the expiration of ASCAP's blanket licenses for telecasting may be pure coincidence or it may be an attempt to panic tv stations into accepting ASCAP's offer for a four-year renewal on the same terms as at present. Most tv broadcasters have refused to accept these terms—and none have accepted ASCAP's per program license. More than 80 stations have joined in legal action to get the court to set proper fees for the use of ASCAP music on television. The tv networks which presently have blanket licenses have demanded sharp rate reductions in any new agreements and unless they get them, which seems highly unlikely, they may well join the legal action already started by the stations.

One can speculate as to the underlying causes for the suit. Is SOA truly a splinter group of malcontents who, seeing little chance of ASCAP officially getting any more money from the broadcasters, have organized a "strike it rich" program of their own? Perhaps, but industry attorneys point to the remarkable resemblance of the SOA petition to that filed earlier by ASCAP counsel in an attempt to have its consent decree amended because of alleged unfair competition from BMI. Some feel that ASCAP, having withdrawn that action after it met head-on opposition from the Dept. of Justice as well as the broadcasters, is now trying to achieve the same result indirectly through the instrumentation of SOA.

Whatever the inspiration, there seems little doubt that the 33 plaintiffs, and perhaps the 3,000 other songwriters whom they claim to represent, would like to return to the old days before BMI, when ASCAP had the music performance-for-profit licensing field pretty much to itself. Fanciful and illogical as their charges may be, they cannot be ignored. Each broadcaster, whether or not he is a direct defendant of the suit, must contribute his share to its defense.

"MAIL" BAGS are "MONEY" BAGS in the Heart of America!

It's an accepted fact in radio and television that audience mail response is literally "money in the bank." It indicates not only interest but also conviction and confidence. KMBC-TV, although still very much a child, is an extremely husky child and already has inspired that confidence among the more-than-300 thousand television set owners living in the Kansas City market area. In a short term promotion with TV Preview Magazine, KMBC-TV received almost 12,000 mail responses. And, at the time the offer was made, KMBC-TV had been on the air less than a month!



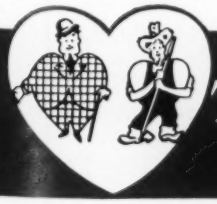
Radio-wise, The KMBC-KFRM Team has always enjoyed a tremendous mail return. "Rhymaline Time," popular daily early-morning program has had 12,397 pieces of mail, January through August of this year. Bea Johnson's "Happy Home" received 5,683 letters during the first six months of 1953, and Sam Molen drew 413 requests from 4 announcements on his "Morning Sports Page." The letters have come from 227 counties in 23 states.

Yes, indeed, in the great Kansas City Primary Trade Area, mail bags are money bags—at least where KMBC-KFRM and KMBC-TV advertisers are concerned, because where there is one individual in the Heart of America who will write a letter, there are hundreds who respond to the sales messages by simply opening their well-filled purses and buying the products they hear advertised or see demonstrated on the radio or television station that they tune to most frequently. KMBC-KFRM and KMBC-TV, Kansas City, are represented nationally by Free & Peters.

KMBC·TV 9 channel

BASIC AFFILIATE CBS TELEVISION NETWORK . . . SHARING TIME WITH WHB-TV

KANSAS CITY, MO.



The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA